"The vision must be followed by the venture. 
It is not enough to stare up the steps - we must step up the stairs."
- Vance Havner

Welcome!
We are so excited to have you as our new OG partners. Combined, the two of us have had more than 5 years of experience in this wonderful industry. Fortunately, we have been blessed in teaming up with the right people with the right tools. You see, we learned early on the importance of having a S.Y.S.T.E.M.; Saving Yourself Time Effort and Money.
And our system has been responsible for thousands of comma checks distributed in this industry. The system we are about to introduce you to is not ours, however, we are proud to say that we had a small part to play in this major movement in proving that it’s the S.Y.S.T.E.M. that will allow you to set yourself FREE!!

Again, welcome!! And let’s ... Get Started!!!

This Packet Belongs To: ________________________________
My Sponsor is: ________________________________ Phone#: ________________________________
My Upline Sapphire is: ________________________________ Phone#: ________________________________
My Upline Ruby is: ________________________________ Phone#: ________________________________
My Upline Emerald is: ________________________________ Phone#: ________________________________
My Upline Diamond is: ________________________________ Phone#: ________________________________
1. Making the decision. Why are you doing this business? (This must come from the heart. If your why can’t make you cry, it isn’t going to be strong enough. Dig deep!)

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

2. What are your goals? (think big, but realistically)

(30 days) _______________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

(60 days) _______________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

(90 days) _______________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

(12 months) _____________________________________________________________
__________________________________________________________________________

The Four Steps to Success

Here are your first and basics steps to huge success. Be warned, do not overlook the simplicity of this process!

1. Become A Product Of the Product
   - Email your sponsor your testimony within 24-48 hrs
   - Get On Auto-Ship
     3 Boxes Coffee per Month = $48.00 OR
     6 Boxes Coffee per Month = $96.00
   - Buy 2 Boxes of Coffee Wholesale

2. Build Your 50/50 List
   50 Coffee Drinkers AND 50 Prospects

3. Schedule 4 Coffee & Jazz Mixers (CJMs) → → →

4. Plug Into The System for 18 Months
   Register on www.organogoldtv.com and Visit www.gotganoderma.info

My 4 CJMs

CJM1 Date: ________________
CJM2 Date: ________________
CJM3 Date: ________________
CJM4 Date: ________________
Mr. & Mrs. OG
getting started

Scripts

The 4 Questions (used when handing out samples)

1. “Do you or anyone you know drink coffee, tea or hot chocolate occasionally?” “Ok, which kind?”
2. Coffee Response – “Great! Do you prefer your coffee black, latte, or mocha?”
4. “Has ___ [coffee brand name] ever sent you a check for drinking or referring their coffee?”

The hook ... “How would you like to get paid every time you or anyone you know drinks coffee, tea or hot chocolate?”

IMPORTANT: As you offer your sample, do not let it go so easily! While they are holding onto it, explain that this is your business and that it costs you money to provide the samples. In exchange for the sample, all you are asking for is the opportunity to exchange contact information and follow-up with them to find out how the coffee tastes, and how it made them feel.

Coffee Retail Script 1

“Hello,

May I speak to ___ [Prospects name]___. (Small talk for a few seconds then get to the purpose of the call.) ___ [Prospects name]___, the reason for my call is that I just started a Healthy Beverage company and I launched it with 3 flavors of Healthy Coffee. I need your help.... I would like to have you as one of my 1st preferred customers by buying coffee from me. If you like the coffee I will show you how to get it wholesale but if you don’t like it, I will never ask you to buy from my company again. Can I count on you?”

They will ask how much does it cost and you tell them, “$30 per box or $35 for Mocha. How many boxes do you want to buy?

Take the order and then ask for a referral.

Coffee Retail Script 2

Hi ___ [Prospects name]___, this is (your name). How are you doing today?

Great, did I catch you at a good time? Fantastic. Well, I won’t keep you long, I was just wondering, do you drink coffee or tea at least on occasion?

Wonderful. Now, how do you like your coffee? Black, cream and sugar, mocha?

Perfect. Well ___ [Prospects name]___, I’ve just recently started my own business. It involves health and wellness, and my marquee product is healthy coffee. Now, the reason for my call is that I really need your help. As I said, I just launched my business and I am looking for a few customers to help me get
started and to also provide me with a testimony on how my product has improved the way they feel. Today, I am offering two boxes of coffee, 1 black and 1 latte for $60. That is about a dollar per cup of my gourmet blend of healthy coffee. If for some reason you are not pleased, I promise, I will never ask you again, but I highly doubt you won’t find this coffee satisfying. Can you help me?

(If this is more than they would like to spend, offer them a single box for $30)

Thank them, and setup a time to deliver the coffee ... cha-ching!!!! Ask for a referral!

Invite Script

BEFORE YOU INVITE, REMEMBER ...

1) Stand Up – you’re voice will sound more confident if you are standing
2) Be in a hurry – not as in talk fast, but keep your invite to 90 seconds or less cuz you are busy!
3) Show value – do this by edification or testimonials of the product. This is BIG!
4) Take it away – if they are not willing to commit, tell the you need a decision or you’ll simply scratch them off your list

You: Hello is ____________ there?
Response: Yes, this is _________________.

You: Hey, it’s ____________, did I catch you at a bad time?
Response: I am good.

You: Great! I won’t keep you long, I have a meeting in just a few minutes, but I just launched the biggest project in my life all centered around Healthy Coffee and I thought that this was definitely something that you could benefit from. There are 6-figures on the table here for us in the next 6-12 months.
Value Statement: My only question is ... Do you keep your business options open outside of what you currently do right now?

Response #1: Yes

You: Ok. I’m working with some extremely successful people. One of which I want you to meet (or I want you to listen to). **EDIFY WHO IT IS IS DOING THE PRESENTATION.** What’s your schedule like on _____________ at ________pm.

Response: Nothing.

You: Be at this address or get on this conference call. You’ve got to see this or hear about this.

Response: ok.
You: Can I count on you being at __________ or being on the call at __________ time?

Response: Yes, I’ll try to make it.

You: Listen, any other time a try would work, but there is too much money on the table. Do you want more details or are just not interested?

Response: I’ll definitely be there.

You: Great, I’ll see you there.

**How to Prepare for a CJM**

1. **Invite Twice As Many People As You Want To Attend**
   Example: If you want 10 to attend you need 20 confirmations

2. **Save a parking spot for your presenter**

3. **Have name tags, sharpie pen, regular pens, coffee to server & applications**

4. **Have Getting Started Packets**

5. **Play jazz music**

6. **Know Your Story** Why You Got Involved and How Many Boxes Of Coffee You Sold So Far

7. **Edify The Presenter**

8. **IMPORTANT:**
   - A) Do not interrupt your presenter while they are presenting
   - B) Do not ask questions during the presentation
   - C) Laugh at your presenters jokes
   - D) Take copius notes throughout the presentation
   - E) Do not interrupt during the close
   - F) Assist in closing out the room by knowing your closing questions and handing out pens to the quests right away.
   - G) Be prepared with your calendar and be sure that a follow-up has been scheduled with every guest

**Example of a proper introduction**

Hello my Name is ______________. I am not your featured presenter,, however, I have the privilege and honor of introducing your speaker. He/She(use Mr. or Mrs and last name) has been in the __________ industry for _______ years and has amassed a very impressive resume. Since joining OrganoGold Mr. or Mrs. ______ has reached one of the top executive positions in our company in record time.(If they haven’t, then their on their way to hitting one the top executive levels in our company). (Any other accolades that they’ve accomplished in the business.)
Mr. or Mrs. ______ enjoys helping others and has all the information that you need tonight to make an informed business decision. _________ is having a ton of fun sharing this opportunity with people all over. Please help me introduce Mr. or Mrs.__________.

The S.Y.S.T.E.M.

**Conference Calls**
Organogold Coffee Break Call - Mon-Fri @ 5:30am(hst) 8:30am(pst) 10:30am(cst) 11:30am(est)
Phone: 347.855.8377 or Web: www.organogoldtv.com

Team Talk Call - Mon @ 4pm(hst) 7pm(pst) 9pm(cst) 10pm(est)
Phone: 347.855.8377

3KMG Conference Calls – 347.855.8377
Opportunity Calls (Invite your guest):
Mon – Fri @ 7am(hst) 10am(pst) 12pm(cst) 1pm(est)
Mon – Fri @ 3pm(hst) 6pm(pst) 8pm(cst) 9pm(est)
Sat & Sun @ 2pm(hst) 5pm(pst) 7pm(cst) 8pm(est)

!!!!! Millionaire Mentorship Call - 347.855.8377 !!!!!
Every Sunday Night (Get Your entire team on this call)
3pm(hst) 6pm(pst) 8pm(cst) 9pm(est)
GOAL: Do Not Miss this call. It is life-changing! Your goal is to dominate this call with more of your people on this call than anyone else!!

**Websites To Support Your Business**
www.gotganoderma.info (Local Team Website for Downloadable Documents & Times & Locations of Local CJM’s, Webinars & Conference Calls)

www.organogoldtv.com (OrganoGold Company Website)