

PRIME *my* BODY.

# GETTING STARTED GUIDE



# SETTING THE TONE

The most valuable asset in your business is you, and it is important to know what motivates you.

## 1. WHY DID YOU JOIN PMB?

---

## 2. WHAT INSPIRED YOU TO GET STARTED?

---

## 3. WHAT IS YOUR DESIRED LEVEL OF CASH FLOW?

---

*Select One*

1. Pay off bills and eliminate debt
2. Supplement income to enhance lifestyle
3. Create wealth and financial freedom

**4. LIST 5 THINGS YOU WOULD LOVE TO DO, HAVE OR BECOME IF MONEY WAS NOT AN ISSUE:**

---

1.

2.

3.

4.

5.

**5. WHAT ARE YOUR CURRENT OPTIONS FOR INCREASING YOUR MONTHLY CASH FLOW?**

---

**6. WHY ARE YOU CHOOSING TO BUILD A PMB BUSINESS?**

---

# YOUR FIRST 30-DAYS

Now that you understand the intentions of your business, this section is geared towards setting up your business for success during your first 30-days.

## 1. ACCESSING YOUR BACK OFFICE

First things first, whether you are just getting started or you are signing up a new Affiliate, it's important to remember and record your username and password! The username you selected during the enrollment process is also the name of your replicated website that you'll share with your Prospects, Customers and Affiliates: [username.primemybody.com](https://username.primemybody.com). Your username can be changed at any time in the Account Settings of your [Back Office](#).

**USERNAME:**

**PASSWORD:**

## 2. AFFILIATE ACTIVE STATUS

In order to be considered an Active PMB Affiliate, you and/or your customers must purchase on a monthly basis at least USD\$89 worth of product that generates volume. This Active requirement can be met one of two ways:

- 1) By purchasing \$89 worth of product directly from your Back Office via a product order, product package order or Auto-Delivery**
- 2) A customer(s), through your replicated website, purchasing \$89 worth of product(s) monthly**

## 3. AFFILIATE QUALIFIED STATUS

To be eligible to receive and earn commissions within multiple areas of our Rewards Plan, you must be an Active and Qualified Affiliate. To become Qualified, you must personally sponsor two Affiliates who are also Active, with one of them being on your left team and the other on your right team.

## 4. TEAM BUILD REWARDS BONUS

Once you're Active and Qualified, you can now begin to earn commissions in the Team Building Rewards (TBR) portion of the Rewards Plan. Each time an Affiliate purchases product, Rewards Points are generated. To be precise, each time somebody on your team purchases product, you are rewarded 50% in points for

every dollar spent. For example, if an Affiliate you sponsored purchases \$100, you are rewarded 50 Reward Points!

In order to receive the TBR Bonus, which increases your ability to earn 80% Reward Points for every dollar spent, you must have sponsored four Affiliates, all of which are Active! For example, if an Affiliate you sponsored purchases \$100, you are now rewarded 80 Reward Points. As you grow your organization, the TBR portion of our Rewards Plan is a lucrative and long-term solution to earning commissions!

## PLUGGING IN

Please refer to the [Getting Started Training](#), which can be found in the HQ section of your Back Office or through the PrimeMyBody app. Each topic within this section is followed up with a video featuring one of our field's top leaders!

### 1. MONDAY NIGHT LEADERSHIP CALL

Join our field's top leaders from around the country as they come together to share their their love for PMB and what is working within their business! Also, hear the newest Affiliate Promotions & announcements, in addition to all of the amazing things happening at PMB! This is a very powerful weekly call that will give you the foresight and knowledge to build a successfull business -- and don't forget to have ALL of your team plugging into this weekly call!

**Every Monday, 8PM CST • Dial: 712-432-4604 • Pin: 77463**

### 2. WEDNESDAY ZOOM OVERVIEW

Our Wednesday Zoom is designed for our Affiliate's guests and prospects! Led by our field's top leadership, these Zooms last approximately 20-30 minutes, and they deliver some incredible information regarding our amazing products & Opportunity.

**Every Wednesday, 8PM CST • <https://zoom.us/j/684998270>**

### 3. SATURDAY ZOOM TRAINING

Whether you have been in PMB for one day or one year, our Saturday Zoom Trainings are geared towards new Affiliates, while our Saturday Training Call dives deeper into advanced Affiliate Trainings. Both weekly trainings will assist and educate you as you build your business, so be sure you and your team plug into these calls, as they are designed to help you maximize all areas of your business!

**New Affiliate Zoom Training, 11AM CST: <https://zoom.us/j/645790689>**

**Affiliate Training Call, 12PM CST: Dial: 712-432-4604 • Pin: 77463**

### 4. LOCAL OVERVIEW MEETINGS & TRAININGS

New Overview Meetings and trainings are added on a regular basis in the [Events](#) page on the HQ page in your Back Office and in the PrimeMyBody App. These meetings are held all over the country; to locate events nearest you or to someone you know, log into your PMB mobile app or your Back Office for more information.

### 5. IDENTIFY YOUR LEADERS

Maintaining an established line of communication with your sponsor and/or upline is an essential component for growth within your business. Take time to meet and get to know your upline, as their experience will help to navigate and guide you throughout your PMB journey.

Sponsor:	Phone:
Upline Leader:	Phone:
Upline Leader:	Phone:
Upline Leader:	Phone:

---

**Tip:** Each of our weekly conference calls are recorded! If you miss a call or would like to hear a call again, you can find recordings of the most recent calls in the HQ section, under [Recorded Calls](#). For convenience, these calls can be shared with your prospects and team members. Enjoy!

# INVITING & SHARING

Inspiration helps to ignite business success! What inspires you most about PMB? Which product(s) do you enjoy using the most? As you begin to share our products and company mission with friends and family, remember to keep it simple. As you begin to tell your story, it is great to share how you found PMB or how PMB found you, and how it is impacting your life!

## 1. CREATING A LIST

On a separate piece of paper, list your top 100 people that could benefit from using our product or that you would like to partner with as an Affiliate! Your phone contacts or social media profile is a great way to get this list started. You also might want to check out our [Memory Jogger](#) to spark some ideas of people to add to your list!

## 2. SHARING PMB

Sharing your story is an essential component of building any business. To assist you in sharing your story, we have provided some PMB “hot buttons.” Using these “hot buttons” when sharing your PMB experience/testimony will allow you the opportunity to identify with your prospect, which will help them to better understand that the PMB opportunity is a lot bigger than just you!

- Plant-based wellness company
- One of the fastest growing hemp companies in the world
- PMB focuses on high quality, first-in-class plant-based / hemp-infused products backed with science
- Our Chief Medical Advisor, Dr. Cheng Ruan, runs the largest Integrative Medicine clinic in the United States that takes insurance, and he and his team are overseeing the clinical studies on our life-impacting hemp extracts
- We provide an affordable entry point to build a business within three of the fastest growing industries in the U.S. (hemp, wellness, skincare)
- Revolutionary skincare line infused with nitric oxide and cannabinoids
- Add any additional “Hot Buttons” you might use to edify and promote PMB, its products and leadership

*A sample script of a first exposure to a prospect:*

"I'm working with one of the fastest growing hemp brands in the United States, and soon to be the world, as we are now open for business in Japan and Taiwan and are aggressively entering new countries. People are most excited about PrimeMyBody for two reasons: 1) They love using our clean, high-end hemp-infused products and 2) they're excited about how PrimeMyBody can help position themselves within the booming hemp industry. If you're open to learning more, I'd be glad to talk more about how my company and I might be able to serve you."

### **3. OPPORTUNITIES TO SHARE RESOURCES**

As you prepare to invite your friends, family and prospects, below are some dedicated resources that will assist you as you begin sharing a first-exposure with these people!

1. Plug your guests into the Wednesday Zoom Overview! They are an incredibly easy way to share our products / opportunity. Be sure to follow-up afterwards!
2. Share a product sample of any one of our amazing hemp-infused products, and then be sure to follow-up to learn about their experience!
3. Setup and conduct a sit down / 1-on-1 meeting. These face-to-face meetings are a great opportunity to have a great conversation and catch up, in addition to sharing your excitement about PMB.
4. Attend a local PMB Overview Meeting! Attending local meetings gives you insight and perspective on how these meetings are conducted, and they are a great for bringing guest(s) / prospect (s) to learn more about the company!
5. The easiest of them all, share content from our Facebook, Instagram or sharing content from the PrimeMyBody app! Each of these platforms have a robust amounts of information and they are fantastic first exposures!

---

**Tip:** Be aware of your non-verbal communication, in addition to the tone and demeanor you use to deliver this information. It is important that you take the time to educate yourself on the company (by utilizing Leadership Calls, Training Calls, Zooms, Local Overview Meetings, the PMB app...etc.) especially our hot buttons, as your knowledge on our products and opportunity will directly reflect your ability to share the PMB experience. Remember, when sharing our products and / or opportunity, be yourself and more importantly, be prepared, as that will give you the confidence and belief to have an amazing conversation with family, friends and prospects!



# BUILD FOR GROWTH

Below are the daily activities that will help you generate momentum in your business, establish credible business relationships, and create a sustainable community within your organization.

## 1. ENGAGEMENT CALLS

After enrolling a new PMB Affiliate, take a few minutes to introduce them to your upline leader(s)! Before initiating the call, schedule an engagement call with your upline, and brief them about your newest Affiliate. Give both your upline and newest Affiliate an outstanding introduction to one another; from there, allow your upline to welcome your new affiliate to the company and congratulate them on getting started! People love being greeted at yoga, church, the ball game, and at VIP events — Affiliate Marketing is no different. Dynamic and successful teams are built when relationships and communication are priorities.

## 2. IN-HOME PRESENTATIONS

In-Home presentations can take place at a home, apartment, or even a private room at a restaurant or community location! The hosting Affiliate will set a date and time in advance, and then invite their team and potential prospects to conduct a PMB Overview. The host(s) usually provide water, and perhaps a healthy snack or two for guests to enjoy. We suggest keeping the setup simple and most importantly, duplicatable!

In-Home's are not typically formal; in fact, being comfortable is very important! Be sure to provide some time for people to connect and socialize with one another before you dive into the presentation. After the presentation has concluded, give your guests the opportunity to have any of their questions answered. Utilizing the 3 Question Close will assist your guests/prospects as they make an informed decision to become a customer or Affiliate. Before hosting your first In-Home, we suggest consulting with your upline to assist you on how to set-up and present the PMB Opportunity!

## 3. LAUNCH CALLS

Launch calls are important business building calls, and we recommend you not skip

out on these! Your upline will be a great resource to help assist in organizing you with this call. The purpose of launch calls is to invite your top prospects to a private, VIP style call, which you and your upline will host. When initiating this call, remember to introduce your guest(s) and upline; after which your upline leader will share the PMB story and how your guest(s) can get started as an Affiliate!

#### **4. MOVE TO ACTION 3-WAY CALL**

Move to Action 3-way calls are an opportunity for us to connect with people on our team to other leaders, and discuss how it is we can take our businesses' to the next level. It's never about one particular person; it is about the group as a whole, and how you each can grow together! A vision call, but with action steps attached to it.

#### **5. THANK YOU CALLS**

It is incredibly easy for us to get caught up with the hustle of life and our daily routines, that we sometimes forget the little things that make a big difference! At times, it's important to pause what you are doing, take a deep breath and clear your mind to be thankful!

Take a minute in your busy day to call a few of the team members you work with and let them know how grateful you are for them. Praise their hard work and let your words instill confidence and a sense of satisfaction in them.

Starting today, reach out to a few people and express your gratitude toward them. Practice this at least once a day and see the difference it can make in your business, and in your personal life!

#### **6. THE CLOSE**

Don't shy away from asking for the sale! The 3-Question Close helps your potential prospects summarize the opportunity you have just presented to them:

- 1) What did you like best about what you just heard/saw?
- 2) What questions do you have?
- 3) Where do you see yourself getting started? As an Affiliate or Customer? If an Affiliate, which package makes the most sense?

This type of close is simple, and it does **not** pressure the potential prospect; rather

it gives your prospect the opportunity to consider enough information to make a sound business decision. If your prospect still has questions, introduce them to a leader via a 3-way-call to get their questions answered. Before introducing a leader/upline onto the 3-way-call, take a second to introduce them to your prospect and edify them! Leveraging them on a call will, in turn, leverage you!

---

**Tip:** When following up with a prospect, it's good practice to have a leader on standby for a 3-way call. Setting up a 3-way call not only takes pressure off you, it allows you the opportunity to get educated on PMB and how 3-way calls are executed. In time, you will be the upline assisting your downline with the close!

## TAKE ACTION NOW

Use the action items below to ensure you have access to the most important assets to help you build a thriving organization.

### 1. DOWNLOAD THE PRESENTATION

Learn to live and love the PrimeMyBody presentation! The presentation is a slide-show you can swipe through on your smartphone, iPad, or computer. It can even be displayed on a TV or projector.

This asset will provide you the opportunity to walk your family, friends and prospects through all areas of the company, and will give your guests the information needed to make an informed choice, whether to become a Customer or partner with you and become an Affiliate. The PMB Presentation can be found in the myPrimeLife HQ page under "[Trainings](#)" or it can be downloaded [here](#).

### 2. DOWNLOAD THE REWARDS PLAN

You can't build a large organization if you don't understand how you'll be compensated for doing so! The PMB Rewards Plan is a straightforward document that walks you through all eight lucrative ways to be compensated within the company. The Rewards Plan can be found in the myPrimeLife HQ page under "[Trainings](#)" or it can be downloaded [here](#).

### 3. THE PRIMEMYBODY APP

The PrimeMyBody app gives you business management and business leadership tools in the palm of your hand — helping you run your business and to continuously stay informed on everything happening in the company!

Inside the app, you have the ability create personalized custom marketing videos directly from your mobile device, in addition to sharing a robust library of videos and documents! Easily sync contacts and build a list of hot and cold prospects the fun way, by simply swiping left or right in the lead section — trust us, it's intuitive and fun!

For more information about the app's features, visit the PrimeMyBody App Training in the HQ section of your Back Office or to get started, log into your Back Office and select PMB App to begin your monthly subscription for \$9.95 / month.



*The PrimeMyBody App is available for both Apple and Android devices; after downloading the app onto your smartphone device, you will need to use your PMB Affiliate username/password to gain access to the app contents.*

## ORGANIZATION

It is important to set obtainable goals. The little successes you achieve along the way allow you to consistently move toward fulfilling the vision you set out to accomplish when you joined PrimeMyBody.

Having success is not often easy, but it can be made simple. Take this business day-by-day, week-by-week, and month-by-month! Set tasks for yourself to accomplish each day; your daily goals will spawn from the goals you are setting out to accomplish weekly. In other words, reverse engineer the finish line and focus on the things that you can do daily that eventually compound to create the outcome you seek.

These task and goals aren't just reminders for ourselves, but also our team members. Our ability to coach and lead has everything to do with the example we set with our actions.

We should expect of others nothing less than we expect of ourselves. In fact, our CEO, Paul Rogers has been quoted saying many times,

*“If my team did what I did today, would any of us be making any money?”*

If we are going to hold other leaders on our teams accountable, then we must hold ourselves accountable as well!

## 1. DAILY ACTION GOALS

- Self-Development 15-60 minutes a day
- What conference calls are available for me to plug into?
- Do I have an In-Home Presentation set up?
  - If not, when will I be hosting one?
- Do I have any appointments scheduled?
  - If not, who from your list can you reach out to?
- Do I have any calls scheduled?
  - This includes engagement calls, launch calls, move to action 3-way calls, thank you calls, in addition to scheduling prospects for an appointment from your ever-growing list!

## 2. WEEKLY & MONTHLY ACTION GOALS

- What monthly financial goal do I have for myself?
- What rank will I achieve by the end of the week/month?
- How many people will I connect with?
- How many In-Home presentations are being conducted this week/month that I can attend and invite people to?
- Are my team members and I registered for the next regional or national conference?
- Am I building for (promoting) our weekly prospecting calls / leadership calls?

# SHARE, SAMPLE, SELL

While the most valuable asset in your business is you, the second is the PrimeMyBody app! The PrimeMyBody app is a forward-thinking approach that gives you cutting-edge technology and resources to help maximize your business building potential!

**Share high-end content with your hot, warm & cold leads, then close them using the PMB 3-step close -- it's that simple!**

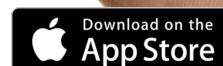
For \$9.95 per month, you'll receive full access to the app, including our beloved RECEP Sampling System, capabilities to create personalized interactive videos, a robust video and image libraries with ever-growing content, and so much more!

1. To get started log into your Back Office and select "PMB App" from the left-hand menu to subscribe.
2. Download the PrimeMyBody App from the Apple App or Google Play Store
3. Log in using your Back Office username & password to launch the App & begin enjoying all of our new features!

**START SHARING, SAMPLING & SELLING TODAY!**



EXCLUSIVELY AVAILABLE ON THE



# MEMORY JOGGER

When crafting your list, utilize this helpful sheet to help remind yourself of all of the people you know. Do not judge a potential prospect; write their name down and organize your list as often as you need to!

1. The most successful leader you know.
2. The person who knows everyone.
3. The best athlete you know.
4. The most successful entrepreneur you know.
5. The person everyone goes to for advice.
6. The best teacher you know.
7. The person most involved in the community.
8. The most optimistic person you know.
9. The most health-conscious person you know.
10. The best salesperson you know.
11. Who is dissatisfied with his/her job?
12. Who is unhappy with his/her income?
13. Who is concerned about the environment?
14. Who owns his/her own business?
15. Who is money oriented/motivated?
16. Who needs extra money?
17. Who enjoys being around high energy people?
18. Who are your friends?
19. Who quit their job/out of work?
20. Your brothers/sisters?
21. Your parents?
22. Your cousins?
23. Your children?
24. Your aunts/uncles?
25. Your spouse's relatives?
26. Who did you go to school with?
27. Who do you work with?
28. Who is retired?
29. Who works part-time jobs?
30. Who is laid off?
31. Who bought a new home?
32. Who answers the classified ads?
33. Who gave you a business card?
34. Who works at night?
35. Who delivers pizza to your home?
36. Who has been in network marketing?
37. Who needs a new car?
38. Who wants to go on vacation?
39. Who works too hard?
40. Who was injured at work?
41. Who lives in your neighborhood?
42. Who sells Avon or Mary-Kay?
43. Who sells Tupperware?
44. Who wants freedom?
45. Who likes team sports?
46. Who is a fund-raiser?
47. Who watches television often?
48. Who works on cars?

## PMB GETTING STARTED GUIDE

49. Who likes political campaigns?
50. Who are social networkers?
51. Who is in the military?
52. Who do your friends know?
53. Who is your dentist?
54. Who is your doctor?
55. Who does your nails?
56. Who does your taxes?
57. Who works at your bank?
58. Who is on your holiday card list?
59. Who is in retail sales?
60. Who sells real estate?
61. Who repairs your house?
62. Who works for the government?
63. Who is unemployed?
64. Who attends self improvement seminars?
65. Who reads self-help books?
66. Who reads books on success?
67. Your children's friends parents
68. Who was your boss?
69. Your parents' friends
70. Who have you met while on vacation?
71. Who waits on you at restaurants?
72. Who cuts your hair?
73. Who manages your apartment?
74. Who has children in college?
75. Who likes to dance?
76. Who sold you your car?
77. Who did you meet at a party?
78. Who likes to buy things?
79. Who have you met on a plane?
80. Who does volunteer work?
81. Who is your boss?
82. Who calls you at home?
83. Who calls you at work?
84. Who delivers your paper?
85. Who handles your gardening?
86. Who watches your children?
87. Who attends your church?
88. Who did you meet on the street?
89. Who have you met through your friends?
90. Who tailors your clothes?
91. Who sells cosmetics?
92. Who bags your groceries?
93. Who is overweight?
94. Who recycles?
95. Who has allergies?
96. Who is wealthy?
97. Who exercises regularly?
98. Who will help you?
99. Who belongs to the Chamber of Commerce?
100. Who haven't you listed yet?



