



Quick Start To Success

January, 2007

WELCOME to *TEAM UNITY*. We are a spiritually led team unified in our journey to build a prosperous YTB business. Team Unity is here to help Referring Travel Agents (RTA's) grow their organization. We have put together a variety of tools and resources to assist in achieving your YTB goals.

The first 90 days in a new business are critical and will usually set the tone for the success you will experience. Getting off to a good start will significantly increase your chance of success.

“Quick Start to Success” serves as a guideline for building your YTB business. It describes how to get setup and started with your YTB travel agency. Just remember **Yes You Can!!**

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Welcome to **Team Unity**, an independent representative of YTB Travel Network and YourTravelBiz.Com. We are so glad to have you as part of our team. You have made a wise decision in joining YTB. This is an exciting time for our company as we enter another level of growth – You are on the “ground floor.”

Being in the “Right Place at the Right Time” is a key ingredient, but by itself – it is not enough. You have the right Product, the right Company and a committed support team will help you succeed. When you combine these ingredients with a personal plan for success and commitment, great things can be accomplished.

We recommend that you do not try to “reinvent the wheel.” Instead, immediately implement the proven method of developing YOUR team of RTA’s. The “trial and error” has already been done, now you can reap the benefits of those having paved the way before you.

We are dedicated to YOUR success! YOUR success is OUR Success! We wish you blessings in all that you do.

There are **FOUR WAYS TO LEARN**:

1. **Learned Knowledge**

Find someone who can teach you how this business works, possibly your Sponsor or Power Team Leader. Then begin to apply all you have learned into your daily business.

2. **Activity Knowledge**

Exposing two people a day using a third party tools (described in **SECTION 1.3.3.2**) and attending a weekly event is a great way to start your activity-driving game plan. Exposing people to your business to book travel or to join YTB is a great way to grow your business.

3. **Modeling Knowledge**

Decide what you want and write it all down. Then, find someone who has achieved what you want and find out how he or she did it. Once you’ve found that person, simply model him or her – do exactly what he or she did and keep moving toward your goal until you achieve your desired result.

4. **Teaching Knowledge**

Read the books, listen to the audiotape programs, and attend the classes that can take you from where you are to where you want to go. Then, teach those you sponsor what you have learned. Remember, always keep it simple and duplicateable.

1 ROAD MAP FOR SUCCESS

The first 90 days in a new business are critical and will usually set the tone for the success you will experience. Refer to **APPENDIX B – YOUR 90 DAY CALENDAR** for a tool to assist you in planning your activities over the next 90 days. Getting off to a good start will significantly increase your chance of success. Plug into the training provided here, by your sponsor and your up line team. Continually striving to be the best, is how you become the best. Go for it!

Before you start building your team of Reps, you should begin by gaining an understanding of the steps involved. We like to use a baseball analogy to describe the process. The following graphic illustrates the steps involved in prospecting and sponsoring people into your business:



1.1 BUSINESS SETUP

Within the first week of joining YTB, you should perform the activities listed in this section to get your business moving.

1.1.1 SCHEDULE YOUR GRAND OPENING

Expose your friends to the fact that you own a Travel Agency and can show them how to save money on their travel. If you had just paid \$30,000.00 to buy a travel agency, how big would your Grand Opening be? Don't think that just because you only paid \$500.00 to start your YTB agency, that it is not just as valuable. You will want to schedule your Grand Opening with your Sponsor immediately to let people know you are in business. Refer to **SECTION 1.3.3.3.2 – GRAND OPENING** for details on how to plan and conduct your Grand Opening.

1.1.2 COMPLETE DOMAIN NAME PROCESS (OPTIONAL)

Purchasing a unique domain name can be done from the Log In/Back Office section of your website, or you may simply go to www.yourwebstuff.com. This process is totally optional and not necessary for you to successfully book travel as a Referring Travel Agent (RTAs). However, there are some good reasons why people choose to use a unique domain name. Specifically, the website address given to all new RTAs is always www.ytbnet.com/yourtravelname. This address may be lengthy and hard to remember. For this reason and more, some RTAs choose to purchase a unique domain name (ex. www.yourtravelname.com). Please ask your sponsor for the written instructions titled "How to Customize Your Website". This document provides step-by-step instructions on how to complete the domain name registration process.

1.1.3 COMPLETE RTA APPLICATION & AGREEMENT FOR IDENTIFICATION

RTA credentials are available for all active Referring Travel Agents (excluding California residents). The steps for getting your card are straightforward and allow you to receive your card quickly. Make sure you complete your Referring Travel Agent application & Agreement. It is very important that you do this right away. You will receive this form in your travel starter kit, this form is also available in **APPENDIX A – REFERRING TRAVEL AGENT APPLICATION & AGREEMENT**. Send this off with a passport size picture (one for you and one for secondary applicant).

Enjoying the benefits of your YTB RTA credentials is as simple as starting to travel! You can use your credentials at theme parks, hotels, resorts, cruise ships, and many other places around the country – and around the world. It **CANNOT** and **DOES NOT** guarantee any travel benefits. Discounts and upgrades offered to you by vendors are provided as a courtesy.

1.1.4 ORDER BUSINESS CARDS

It is very important that you order your business cards soon after enrolling as an RTA. Business cards show that you are serious about your new venture.

- Business cards are a great tool for sending people to your YTB website where they will book vacations and travel
- Your cards can be used in the course of marketing your business to others who might be interested in building a team of RTAs
- Having business cards is one way to “Prove Intent to Make a Profit,” an IRS requirement to take tax deductions on your travel business.

Ordering your own business cards is a simple process. Go to your Back Office and click on “Resources” and then “Business Cards”. Choose your card and fill out the form. Be very careful when filling out the form. Please double check it after you have filled it out. What you order is what they will send.

We strongly recommend that you include the following information on your business cards:

Name

Telephone #

Website Address

E-mail address

You **CANNOT**:

- make income claims (ex., Earn \$5,000 per week)
- make discount travel claims (ex., save up to 80% when you travel)
- use YTB logos or name (except when you purchase the business cards from the Back Office of your YTB website)

Once you receive your business cards, you will need to review them to ensure the information is correct.

Set a goal for yourself to pass out so many cards each week. (ex. 20). Consider the following ways of passing along your business card:

- when standing in line at a store, fast food restaurant, etc.
- to your waiter/waitress, host/hostess
- to the person next to you on the bus/train
- to people you come across at the airport
- include it in the envelop when paying your bills
- staple it to your Success Magazine

1.2 GETTING STARTED

We have laid out an initial action plan to help you get your business started. This GUIDE will assist you in mapping a strategy for success in your business. While this Action Plan is by no means mandatory, it is a valuable resource to help build your business.

Your first 90 days are critical and usually set the standard for your business success. This is why it is so critical to start taking action IMMEDIATELY. Refer to **APPENDIX B – YOUR 90 DAY CALENDAR** to layout your game plan over the next 90 days. Continually striving to be the best is how you become the best. Go For It!

1.2.1 MAKE A LIST

We know that you can't wait to tell family, friends, acquaintances and even total strangers about this wonderful program! The first thing you need to do is make a list of 100 people that you know. Who do you know from work, school, church, neighbor, your child's activities, etc.? Who do you know that is an accountant, teacher, homemaker, retiree, etc.? Don't forget, people you do not know, but come into contact with (e.g., sales people, postman). Everyone on this list may or may not be contacted, but it is important to get the names from your head onto paper.

THIS IS AN IMPORTANT STEP TO EARNING \$\$\$ FAST

Begin your list NOW. If your list is less than 100 people, keep going! Use the memory jogger to help compose your list beyond the first people that come to mind. Experts say that the average person knows 1,000 people. That doesn't mean close friends, obviously, but it does take into consideration all of the people you know from daily life. Write down every single person's name that you can think of. Do not pick and choose. Keep the list with you because additional people will come to mind.

Who's dissatisfied	Who's their own boss	High energy people
Money Motivated	Who are your friends	Needs extra money
Who's Out of Work	Went to school with	Works part time jobs
Family members	Gave a business card	Who works nights
Who is laid off	Who wants freedom	Who needs more time
Who's in MLM	Who is successful	Who is a social worker
Who has lots of time	Who's your dentist	Who looks up to you
Who's your doctor	Works with kids	Who's your boss
Reads self-help books	Who you look up to	Who is self-motivated
Your parents' friends	Who cuts your hair	Works in restaurants
Who does your taxes	Who teaches	On your wedding list
Works in your bank	Who likes to dance	Who you like the least
Who is in sales	Who wants a vacation	Who is disabled
Who needs a new car	Who attends church	Wants a promotion
Your neighbors	Repairs your house	Who sold you your car
Likes to help people	Works w/ fundraisers	Who likes team sports
Who your friends know	Who will help you	Works on computers
Who watches TV often	Likes to buy things	You met on a plane
Who likes the internet	Calls you at home	Who have you helped
Who delivers your mail	Who recycles	Who builds websites
Works at the grocery	Needs a web site	Got a new computer

Owns a small business	Likes to talk on phone	Who likes to garden
Who is in college	Bought a new home	Who you met at a party
Who has a boat	Bought a new car	Unhappy with income

When making your prospect list, here are six important things to remember:

1. Recruit Up;
2. Recruit people with a circle of influence;
3. Recruit self starters, go getters and leaders;
4. People who had success operating their own business;
5. People who are leaders in their church congregation; and
6. People with experience in network marketing.

Use your yearbook, rolodex, business cards, etc. To double your list: For each name on your list, ask yourself, who do we both know, that's not already on the list?

Once you have made your list, it is import to grade/classify your warm market (people you know) to help determine a strategy. Grade people on your list as follows:

Grade	Description
6	If you were stranded with a flat tire at 2:00 am , whom could you call?
5	Who has a large sphere of influence ?
4	Who is a people person ?
3	Who is business/entrepreneurial minded ?
2	Who loves to travel ?
1	Who is sick and tired of their current circumstances?

Once you have given everyone on the list a grade, rank them top to bottom. For example:

Contact Name	Grade	Total
Susan Smith	6, 4, 2	12
Karen Long	5, 4, 1	10
Robert Johnson	5, 3	8
Barbara Jackson	2	2

The individuals ranked over 10 or were at least ranked with a 6 or 5 should be among the first people you contact, but understand that you will contact everyone on your list.

1.2.2 DEFINE GOALS

Goals are important to your success in life and in business. If you have a desire to grow your YTB business, you'll most certainly need to set goals along the way! **Write your goals out on paper & review them daily**, wherever your focus is, because that is the direction you are headed. Setting Goals is

very important. Here's why: **IF YOU AIM AT NOTHING, GUESS WHAT YOU WILL HIT?**

To make goals work, they must be specific and have a deadline. Make your goal S.M.A.R.T. and it will be a well-constructed goal. Here are the parts to a S.M.A.R.T. goal:

- Specific**
- Measurable**
- Actionable**
- Reward-driven**
- Time-based**

To get a return on your investment, consider the following goals for yourself:

SMART	MEASURABLE	ACTIONABLE	REWARD-DRIVEN	TIME-BASED
Goal 1: Complete my contact list within 2 day of joining YTB and invite guest to my Grand Opening to sign 3 RTAs to my team				
Complete my list of people and invite guest to Grand Opening	Completed contact list	Use memory jogger and identify 100 people that I know	Sign up 3 RTAs and receive \$150.00	Complete list in 2 days from joining and conduct Grand Opening within 2 weeks of joining
Goal 2: Help my 3 RTAs get 3 and recruit 1 more RTA to start Power Team with 30 days from joining YTB				
Help downline get 3 RTAs	3 new RTAs to First Team	Use system to properly sponsor downline	Receive 50% match	Within 30 days from joining YTB
Goal 3: Add 5 RTAs to my Power Team to receive \$1,000 bonus				
Earn \$1,000 Bonus	5 new RTAs to Power Team	Use system to properly sponsor downline	Receive \$1,000 bonus	Within 60 days from joining YTB

To accomplish the goals above, you must personally sign up a minimum of 3 reps directly to you. After that you just need 3 more to form a team of 6. You can personally sign up all 6 or you can help your 3 each get one, it doesn't matter how you get the 6 just do it as quick as possible. Once you get your first team of 6 you only need to personally sign up 1 more person to move into your POWER TEAM. This is simply one of the fastest ways to get a return on your investment – but more importantly, once you have personally sponsored SIX, your monthly maintenance fee of \$49.95 is reimbursed to you each month!

Now your business will get EXCITING! You want to really focus on building your power team, because this is where the serious money comes into play. You must help everyone in your power team GET THREE and teach them how to help their people. It will still benefit you to help the people in your first team because you make a 50% match on their earnings. It is important to find out who your upline is because your first team is one of your upline's power team. Make contact with that person and make sure they are working with your first team so you can focus on your Power Team.

Of course there will be challenges in achieving goals. For example, you cannot control whether someone signs up as a rep or books travel on your site. It is always a good idea to set different types of goals. One

way to set great big goals that are very exciting is to break it down into reasonable, measured goals that are achievable. It is great to have a goal "in 6 months I will have 100 people in my power team and receive the \$10,000.00 bonus plus all the other bonuses that equate to \$31,000.00!" However, you must break it down to focus on finding 3 people then a team of 6, then 1 more. Keep it Simple and teach others so you can duplicate your efforts and you will eventually reach your long term goals. Don't forget to consider setting goals like:

- I will load 100 people into my ATM (make sure you know what the ATM is, ask your sponsor if you don't)
- I will spend an hour going through my back office to become familiar with all the info available
- I will expose my opportunity to 5 people per day or 20 people this week
- I will invite 10 people to the weekly meeting.
- Set a date to have a travel party and invite a minimum of 15 people.

These goals are specific, something you can control, something you can measure with a time frame in which to complete them and do not rely on someone else's effort, just yours. Your goals should be a stretch but also attainable. If you don't ever hit your goal, you will quit trying. If it is too easy, you will get bored and your business certainly won't grow as fast as it could. Think of where you want to be, who you want to become, how you want to live a year from now. To get there you must act now and focus on your goals. If you persevere and keep on keeping on, you will eventually accomplish what it is you want.

Remember, in order to change your circumstances, you will need to step out of your comfort zone. Make sure you **reward yourself** for every goal accomplished no matter how small or big! Try to continually raise this number until you reach your optimum level. This will drive your business. You will eventually equate a ratio to how many people sign up versus how many people you expose your business to. This in turn will tell you how many people you need to expose in order to get the number of people enrolling or booking Travel where you want it.

DETERMINE YOUR GOALS (WORKSHEET)

It is absolutely necessary that you determine your goals and write them down. Then, make sure to put it all around you so you are always reminded of what you are working toward.

Why are you doing this business?

When will you complete your First Team? _____

When will you earn your first Power Team Bonus? _____

When will you earn the Dream Bonus? _____

When will you become a YTB Director? _____

What income do you hope to achieve from both travel and marketing commissions?

1st Month: _____ 6th Month: _____ 1st Year: _____

How much time will you commit?

Daily: _____ Weekly: _____ Monthly: _____

How many exposures do you plan to make each week? _____

Make sure you know how to use the ATM. Simply add names and emails of people you know who would like to learn about your great Travel deals. The ATM system will automatically send out a Newsletter full of great travel deals and steals. You have just started a new business so spend some time learning how to get it up and running properly. It will not happen without effort on your part! Get very familiar with your YTB back office. To access your back office you must go to [www.ytbnet.com/\(your extension\)](http://www.ytbnet.com/(your extension)). and sign in where it says Member Login.

1.2.3 NEW MEMBER CORPORATE TRAINING

1.2.3.1 Weekly Training Calls

YTB conducts weekly training call to help you get started right and to make you aware of all of the tools and resources available to you to build both your travel and marketing business. During your first two week in the business, make a point to listen in on each call to learn about all the resources available to you.

YTB Corporate Training Calls 641-793-7505 / Pin 601340 #		
Getting Started With YTB	Every Monday	8:30 pm EST, 7:30 pm CST
How to Use a Marketing Site / Lead Management	Every Tuesday	8:30 pm EST, 7:30 pm CST
Association Division Travel Training	Every Tuesday	10:00 pm EST, 9:00 pm CST
Ladies Only" Call	Every Wednesday	12:00 pm EST, 11:00 am CST
WEEKLY TRAVEL TRAINING (Kim Sorensen, Host)	Every Thursday	8:30 pm EST, 7:30 pm CST
Leadership Calls With "Coach" Tomer	Every Saturday	12:00 pm EST, 11:00 am CST

Note: These calls are recorded and archived, and are available for you to listen to at your leisure. Log into your backoffice and click "Resources", "Rep Resource Center", then "Conference & Training Calls Archive".

1.2.3.2 RTA Certification

Finally, it is important that you register to attend corporate RTA Certification (CRTA) training. Although the training is optional, we strongly encourage you to attend. The CRTA training offers you the tools that will maximize the income and benefits of your YTB business – taught by company founders and leaders. Learning from the best will help you become the best! This training is required for CLIA eligibility. To register, log into your back office and click on "Corporate Events" then "CRTA".

1.3 EXPOSE YOUR BUSINESS TO OTHERS

Your list is complete and now you're ready to tell family, friends, and even total strangers about this wonderful opportunity. The first skill you'll need to perfect is the skill of "prospecting." Prospectin is the act of actively searching for people to talk to about YTB. That sounds simple, right? Well, it really is!

We'll discuss the tools and skills you will need to find and follow-up with your prospective travel customers and/or prospective business partners.

It is important to keep at least 10 prospects in play. This means that you should have a minimum of 10 people you are contacting and exposing the opportunity using a variety of methods as described in this chapter. A worksheet to help you track each exposure is available in **APPENDIX C – RECRUITING SYSTEM CHART**.

Before speaking with potential prospects about the business opportunity or to book travel, take a quick moment to understand what to say and what not to say *AND* to become aware of some of the tools available. Quite simply, you want to turn your excitement into an effective approach to exposing your business to others. This *DOES NOT* mean that you have to know everything there is to know about travel *NOR* does it mean that you have to be completely aware of what's available on your website. Many people make the mistake in thinking that they have to know everything about their business before getting started. This is absolutely incorrect. You have a support system in place that will help answer your questions as you learn more about your business each day. So, don't delay.

When exposing your business to others, remember that you do not want to pick and choose. Since you never know who will or won't be interested, it is very important to talk to as many people as possible. **TAKE MASSIVE ACTION TO GET MASSIVE RESULTS**. Anyone with a strong desire can do this. Be **EXCITED** have fun and just plug people into the system!

1.3.1 TELL NOT SELL

The **KEY** to exposing your business is to **TELL** not **SELL**. That's it! We tell people about the incredible opportunity – but we don't talk too much. You see, if you are talking and explaining a lot about the opportunity – then you are selling. Selling indicates you are trying to persuade. You will find that it is not necessary with YTB. Remember, you have the right **COMPANY**, with the right **PRODUCT**, the right **COMPENSATION**, at the right **TIME** – Don't **SELL**, just **TELL**.

1.3.2 GET YOUR OWN TESTIMONY

It is okay to give the testimony of other people in the business, however, it is very important for you to get your own testimony. Even if you have tons of testimonies of others, company brochures, and website overviews, your warm market prospect will more than likely want to know "How has it worked for you?"

And if you don't have a great personal story to tell them about your company, product, or your success, your credibility goes out the window and the chances of them wanting to join your team go down to almost zero.

1.3.3 STEPS TO EXPOSE YOUR BUSINESS TO OTHERS

We like to use a baseball analogy to describe the key steps to exposing your business to others:

How to Successfully Expose & Explode Your YTB Business – Baseball Diamond

Step 2

2nd Base- Give More Information - Documentation

Give prospect more information using either

- Magazine (best one to use) or
- Your Marketing Website (www.ytb.com/yourstorename) or
- www.howifiredmyboss.com or
- Have them view the presentation step 3 on www.theharvestisplenty.com or
- Invite to Travel Party or Business Presentation

Set appointment to follow up immediately after prospect viewed documentation.
Follow up, ask “What did you like?” (WFA) “Do you want to hear more?” (If yes take to 3rd base)

Step 3

3rd Base- 3rd Party Validation

Either:

- Schedule prospect for live conference call 641-793-7505 pin 601340#
 - Sunday & Wednesday at 9:30pm EST / 6:30pm PST or
 - Monday & Thursday 10:30pm EST / 7:30pm PST
- Set up 3 way with Sponsor or Power Team Leader see script below (EDIFY, EDIFY):

Say, “Great, I am new. I am going to put you on line with one of the experts in this business. This person is personally mentoring me he/she has 100% of the facts, loves having fun, knows how to make money in the business and enjoys helping others. He/She can answer your questions.” Put prospect online with sponsor or Power Team Leader
(Power Team Leader takes over to answer questions and to get the prospect to either attend travel party/meeting or to sign up)



Step 1

1st Base- Pique Interest – Sizzle Call

Ask: “Are you open to saving money on your travel and making money at the same time?” (WFA, if yes go on) “Then I need 5 minutes of your undivided attention.” (Put on one Sizzle Call)

Sizzle Call #s

- (405) 244-4085 (female, travel, tax benefits, 3.5 minutes long, great call)
- (512) 505-6870 (female, very detailed info on YTB, 5.5 minutes long)
- (212) 990-6138 (male, very excited and great close at end of call, 5 minutes long)

After call ask “What did you like?” (WFA) “Do you want to hear more?” (If yes take to 2nd base)

Step 4

Home Plate –Sign Up & Train

Sign up new RTA/IMR & Set new Business Partner for success by getting them trained immediately
Teach them to Duplicate this system, **Get 6**, order magazines and business cards – attend CRTA training
Changing Lives one RTA at a time!!

Developed by Power Team Leaders Marshonda Henderson, Phyllis Jones and Robert & Yvonne Pipkin. This is designed to explode your YTB Business. Enjoy your new Life! Remember to Pay it Forward!

1.3.3.1 Step 1: Pique Interest – Sizzle Call

Now that you are ready, you will need to contact the people on your list to pique interest in the opportunity or to book travel on your website. There are many methods that you may use (e.g., in person, telephone, e-mail), just remember that you have greater success where there is more interaction with the prospect. Included are samples of letters, e-mails, etc. that you can customize and send to individuals to inform them of your business.

1.3.3.1.1 Sample Telephone Scripts

Sending Prospect to Website:

Hello (their name),

I am extremely excited about something and I wanted to share it with you. I've just become aware of an incredible business opportunity. I've looked for the downside but I don't see it. I don't want to bias your opinion by telling you anything more about it so will you check out a web site:

www.ytbnet.com / (your extension) or any of the other websites described in Section 1.3.3.2.1.2

Now, (their name), you may or may not be interested, but I wanted to share this with you so, in a couple of years, when you find out that I am doing well, you cannot blame me for NOT sharing it with you.

I will call you later to see if this is something you want more information on. O.K?

Sending Prospect to Sizzle Call

Hello (their name),

I've discovered something I'm really excited about and wanted to see if you would investigate it as a business opportunity. I've found a way to make extra income from home. I would like for you to listen to this overview of the opportunity. It will take about 5 minutes. Please hold for a moment.

Now connect to the sizzle call and listen.

(After listening to the sizzle) Ask: What did you like most about what you just heard? (Wait For Answer-WFA). Respond: I agree, that was exactly what I saw when I learned about the opportunity....

Now, this is a great time to do a 3-way with your up-line (refer to Section 1.3.4).

Sending Prospect to Director's Call

Hello (their name),

I've discovered something I'm really excited about immediately thought about you as someone who could also benefit from making extra income from home. I would like for you to listen to this overview of the incredible opportunity and tell me what you think. Are you available on (Date/Time) It will take about 30 minutes. I will call you five minutes before the scheduled time and join you in. I am so excited; I can't wait for you to hear about it.

(Refer to Section 1.3.3.1.8 – Live Conference Calls for the complete schedule.)

1.3.3.1.2 In Person Exposure

1.3.3.1.2.1 Warm Market

Your warm market is made up of people you know. Now this does not mean that it has to be people you know very well. Your warm market includes people that you have interacted with.

Hi (their name),

Can we put our friendship on hold for a second and talk business? I was

1.3.3.1.2.2 Cold Market

Your cold market is made up of people you do not know. They are usually people that you have just met, or are complete strangers.

If you knew you could make an extra \$1,000 per month, working from home, (in the travel industry) would you be interested?

When you travel do you pay wholesale or retail? What most people do is search all around, on the internet, or in the newspaper, for the best retail deal. If you knew you could travel at wholesale prices, would you be interested in learning how?

If the right thing came along and you felt it was the right thing for you, would you be interested in improving your income?

Let me ask you a question. Answer honestly. If you knew with 100% certainty that you could retire in 2 years, making \$30,000 per month, is this something you would like to know about?

1.3.3.1.3 Sample Letters

SAMPLE LETTER – Travel Enthusiast

Dear _____:

I know that you travel a lot. Thus, the reason for sending you this critically important message and encouraging you to (LISTEN: to the Director Overview Call or Sizzle Call or send the prospect to your website (www.ytbnet.com / (your extension) or any of the other websites described in Section 1.3.3.2.1.2).

It is extremely important that you at least know about the latest way to travel in style at wholesale prices. I am so glad I found out about this and am now able to take 3 or 4 vacations a year for the price of one.

If you find the information as compelling as I did, please call me at (your number). I look forward to providing you with additional information.

Sincerely,

SAMPLE LETTER – Entrepreneurs

Dear _____,

If you truly have a desire to find opportunities to bring you additional income, to create financial freedom and live a fuller life, take a simple step and visit (*LISTEN: to the Director Overview Call or Sizzle Call or send the prospect to your website(www.ytbnet.com /(your extension) or any of the other websites described in Section 1.3.3.2.1.2)* site NOW!

If you find the information as compelling as I did, call me and I'll help you start creating true financial independence. I will outline, step-by-step, what you need to do in order to succeed.

Think of it this way: Worst-case scenario, you take ten minutes of your time and decide it's not for you. On the other hand, you may see what a lot of other very successful business people have seen - an opportunity to be in on the ground floor of something huge. You be the judge.

I'll be contacting you within the next couple of days.

Sincerely,

SAMPLE LETTER – Friends

Dear _____,

I've screened my closest friends and colleagues for those ten I most respect as business minded and selected you. Because I don't wish to create any bias or sense of obligation, I'm withholding my identity from you for the next few days so that you can review (*LISTEN: to the Director Overview Call or Sizzle Call or send the prospect to your website(www.ytbnet.com /(your extension) or any of the other websites described in Section 1.3.3.2.1.2)* without preconceived notions.

When I first looked at this information I was naturally curious, but guardedly skeptical. However, I have now committed the next several years of my life to this opportunity. When you visit /(your extension), I believe you'll understand my reasons.

Above all else, I'm maintaining anonymity for a few days so that you can reject or accept this information on its own merit, rather than on our relationship.

Enjoy.

1.3.3.1.4 Sample E-mails (warm market)

SAMPLE E-MAIL – Friends

Subject heading: "Look what I found!"

Hello (their name), I only have a minute but I wanted to send you a quick email. I'm extremely excited about something and I wanted to share it with you. I've just become aware of an incredible business opportunity. The information is available for a quick overview at my web site listed below. I've looked for the downside but I don't see it. I don't want to bias your opinion by telling you too much about it. Will you checkout my web site and then immediately let me know what you think?

The web site is: *(Send the prospect to your website(www.ytbnet.com /(your extension) or any of the other websites described in Section 1.3.3.2.1.2)*

Subject Heading: FROM A FRIEND...

Hello (their name),

As a friend, I could not keep this from you any longer. I'm extremely excited about it! When you check the web site below, you'll know why...

(Send the prospect to your website (www.ytbnet.com /(your extension) or any of the other websites described in Section 1.3.3.2.1.2)

Thanks,

(Your name and phone number)

Any of the above scripts can be modified for you to meet your prospect and do a presentation in their home, at lunch or over the internet from your personal web-site or the corporate site. Practice with someone at first until you get comfortable. Record yourself and play it back and keep working on it.

1.3.3.1.5 Power Phrases & Questions

- ➡ "Is this the right time in your life that you could take action if presented with something that had enormous financial potential?"
- ➡ "I'm working with a company that is perfectly positioned to capitalize..."

- “I need to get some information in front of you...”
- “John, we’ve never really talked business together, can we put our friendship aside for a couple of minutes to discuss business? Would you be open to ...?”
- “You can either watch us make money or join us in making money – your call, we’re friends either way”
- “Would you be open minded to hearing about a business if it could potentially add substantially to your income, without jeopardizing what you do now?”
- “Do you keep your eyes open to making money in areas outside of what you currently do?”
- “Would you take control of your time and carve out 60 minutes to learn how you can earn extra income from home?”
- “I want you to get on a conference call tonight to listen to an overview of an incredible opportunity. It starts at 9:30 PM, EST. Does that work for you?”

Them: “Yes.”

You: “Great, I’ll call you just before 9:30 so I can connect you in on the call. What number should I call at 9:25? Talk to you then.

1.3.3.1.6 What to Say . . .

- **Avoid these phrases.**

- **Instead use these.**

- I recently became involved.

- I discovered an incredible opportunity.

- I’d like to get you involved.

- I’m looking for the right person.

- Are you looking for a business opportunity?

- Do you keep your eyes open for opportunities to earn extra income?

- I think you will love this.

- You may or may not be interested.

- You would be good at this.

- This may be lucrative for us.

- Are you interested?

- You might want to see this.

- I want...

- I thought you might want to know ...

- What if I told you ...

- What if you knew ...

- Come to a meeting.

- Meet some individuals who have made incredible income part time in a short time.

1.3.3.1.7 Sizzle Call

Before you invite, you will want to qualify them by providing them an overview of the opportunity.

Call - “Sue, did I catch you at a time where you can talk for about 15 minutes? (YES)... Great, I found a great way where we can save money when we travel. I know you travel from time to time, and I thought that you could really save with this opportunity. Would you be open to hear how you can save money?”

(YES)...Great, hold on, you’ve got to hear this, CLICK (3-way them immediately into **(sizzle overview call)** and listen along with them without giving them a chance to object).

(NO)...(Now is not good) Great, I’m on the run too. I have several people to call about this right now anyway. Grab a pen and take this number down (**give them the number to the sizzle call**) -- call it today, because I will call you back tonight after you’ve listened to the quick overview. Just make sure you set aside a couple of minutes to make that call, so when I call you tonight- we’ll have something to talk about!

Have them listen to a sizzle overview call:

(512) 505-6870 female presenter

or

(212) 990-6138 male presenter

Edification After Call - “Sue, could you hear that ok? (YES)... Great, what did u like best about what you heard? (LET THEM ANSWER. If their answer is at all positive AGREE WITH THEM). “Awsome! That’s exactly what I felt when I first heard the same information.

Now that you have piqued interest, you should provide your prospect with more information as described in Step 2.

1.3.3.1.8 Live Conference Calls

The Live Conference Calls are a type of presentation conducted by the company and leaders in the company. An overview of the business opportunity along with testimonies are done over the phone for you, all you have to do is get your prospect the information about when the call is and the call in number (including the PIN). The call occurs EVERY Sunday through Thursday night:

CONFERENCE CALL NUMBER
641-793-7505 / Pin 601340 #

Sunday	9:30 pm ET, 8:30 pm CT, 7:30 pm MT, 6:30 pm PT	Steve Branch, TV Wilson and Ann Jones
Monday	10:30 pm ET, 9:30 pm CT, 8:30 pm MT, 7:30 pm PT *** (starts one hour later)	Peter Jensen, Camaron Corr, and Bill Hoffmann
Tuesday, Spanish	9:30 pm ET, 8:30 pm CT, 7:30 pm MT, 6:30 pm PT	Delvy Santiago, Victor Toyens, and Samuel Gomez
Wednesday	9:30 pm ET, 8:30 pm CT, 7:30 pm MT, 6:30 pm PT	James Prewitt, Denson Taylor, and Rick Ricketts
Thursday	10:30 pm ET, 9:30 pm CT, 8:30 pm MT, 7:30 pm PT *** (starts one hour later)	Melissa Boston, Larease Rivers

If you have the time and really feel your prospect is qualified, you could call them and 3-way them into the conference call. This ensures they remember and are present and also allows you to remain on the phone with them after the call. During the time after the call you can answer your prospects questions, find out if they liked what they heard and possibly 3 way them to your sponsor or the Power Team Leader. If they cannot make it to the live conference calls due to conflicts in their schedule, you will need to use one of the other presentation techniques described in this section.

1.3.3.2 Step 2: Give More Information

1.3.3.2.1 Tools and Resources Available

1.3.3.2.1.1 Sending Magazines, Tapes, Videos, CDs etc.

You have many options available to you to share information about YTB to your prospect. The Success from Home magazine is an innovative marketing tool designed specifically to help you grow your YTB business. Magazines, CD's, videos, post cards, etc. are great methods for reaching out to prospects. Make sure you staple your business card to the tools that you will be using so that the prospect will know how to contact you.

Here is an example for local warm market:

- I am extremely excited about something and I wanted to share it with you. I've just become aware of an incredible business opportunity. I've looked for the downside but I don't see it. I don't want to bias your opinion by telling you anything more about it so I am giving you this (magazine, tape, DVD, CD) that provides an overview of the opportunity. I just know that once you read/listen to the testimonies from others who have made an incredible income in a short time, you will want to know more as I did.
- Take a look at the (magazine, tape, DVD, CD), I have folded the pages that I thought would be of interest to you that describes (making extra income) or (traveling wholesale).
- I need this (magazine, tape, CD or video) back as soon as possible because this thing is really moving!"
- Set up a time to pick up the (magazine, tape, CD or video) and write it in your day planner. Do it right in front of them so they know you are serious.
- On the scheduled day, go back to pick up the (magazine, tape, CD or video). If they have not listened to it say, "I can let you keep it for one more day if you will listen to it but I have to get it back tomorrow because I need to get it out to someone else."
- If you go back to get it and they have not listened to it, take the (magazine, tape, CD or video). The only way I would let them listen to it is if they listened to it right then with me.
- If they listened to it, ask, "What did you like most? Did it make you want to know more? Would you like more information?"
- If they are interested in the business, set an appointment to get them to a presentation.
- If they are not interested in the business, ask them, "Do you know any one who might be interested in this incredible opportunity?"
- If they are interested in travel, ask them, "Would you be interested in giving me a chance to earn your business?" If they say yes, ask them, "Would you at least compare prices on my site versus others the next time you travel?"

1.3.3.2.1.2 Online Presentations

Next to in-person presentations (i.e., business opportunity meetings, travel parties), sending someone to a website is the next best thing to present the opportunity to your prospect. If your prospect has internet access, the internet should be used as a means to get more information to the prospect because it is the least expensive and fastest way to get it to them. It is important that you check out the website first so that you know exactly what your prospect will see. There are several websites available:

- ➔ www.theharvestisplenty.com
- ➔ www.presentingytb.com
- ➔ www.howlfiredmyboss.com
- ➔ and don't forget the presentation available on your YTB website

The online presentations are available to all your prospects that have internet connections and is done for you. All you have to do is get your prospect the link information.

Make sure you schedule an appointment to follow up after they have viewed the presentation. Also, encourage your prospect to write down questions while they are viewing the presentation so when you do call them back, all their questions can be answered and then help them get started. You may also need to 3-way them with your sponsor or power team leader if they have questions you can't answer or to introduce them to your sponsor or power team leader if they decide to get started.

1.3.3.2.2 Two-On-One Presentation

A two-on-one presentation is a presentation that is done with you, your sponsor (upline) and your prospect. This can be done over the phone or by meeting in person (if everyone is local).

To do a two-on-one presentation over the phone or in person, try to arrange a time that will work for everyone involved. At first, your sponsor (upline) will do most of the talking while you are learning. The more you do the more this should transition into you doing the presentation and your sponsor just answering your prospects questions. Eventually, you will become the sponsor (upline) and begin doing presentations with your new members.

The two-on-one presentations can be very powerful and will accomplish a few things. First, your prospect sees that there are other people involved and committed to helping them with their business. They get their questions answered by someone that has been around the business for a while. It might not be your testimonial that gets them, it might be your sponsor's or vice versa. The prospect sees you working together as a team. The two-on-one presentation also provides invaluable training for you as you learn how to conduct your own presentation and handle different questions (objections).

1.3.3.3 Opportunity Meetings

1.3.3.3.1 Business Opportunity Meetings

Inviting your prospect to a business opportunity meeting is simply the best way to present the opportunity. Most opportunity meetings are held weekly all across the country. We have compiled and unofficial listing of meetings, which is available in our team's website at www.goteamunity.com. I say it is unofficial because any RTA can give an opportunity meeting. The meetings are not officiated by YTB. The listing will be updated periodically as changes are made and will be available at www.goteamunity.com.

It is a good idea to take your prospect to meet the presenter or other leaders to help you close your prospect. If this is not available, then you should begin the steps to close your prospect (See Section 1.3.5 – Closing and Signing Up Prospects).

1.3.3.3.2 Grand Opening

A Grand Opening is the MOST effective way to LAUNCH your business. It is the best way to inform your friends and family that you have a travel agency where they may be able to save money on their travel. A Grand Opening is where you invite 15-30 people (or more) you know over to your home. Your Power Team Leader will come out or you may use the Opportunity DVD to explain the business to your guests in

a low-key, non-threatening environment. This lets you expose 10-15 people to the business in ONE NIGHT, rather than 1 person a week for 10-15 WEEKS. What sounds better?

Imagine if you had 10-15 guests at your home, and a modest 3-5 people sign up. Then next week, they each had 10-15 new guests at their homes for Travel Parties. What if that continued, on and on. Would this not quickly get you qualified with 3, build your 1st team of 6, void the \$49.95 web-hosting fee, as well as provide significant up-front bonuses? The momentum from this one event will forever shape your business.

Use the following guidelines when inviting:

1. **Set up a time** for your Sponsor or Power Team leader to come to your home to help you host your Grand Opening.
2. You'll want **prepare a conducive atmosphere** for your grand opening. Have some vacation music playing & some nice pictures and Hawaiian lei's (you can get these at the Dollar Store - a dozen for \$1 at times). Have fun and get creative on this part. Get people seeing the vision of what we do.
3. You can **start calling** all your friends, family, relatives, neighbors, co-workers & anyone you "do business with" (i.e., your mechanic, barber, manicurist, dentist, doctor, accountant, lawyer, etc) and inviting them out to your house on the predetermined date of your Grand Opening Party. Refer to **SECTION 1.3 – EXPOSING YOUR BUSINESS TO OTHERS** on how to properly invite your guests.

You will want a minimum of 20 confirmed guest scheduled to attend your Grand Opening. It is highly likely that all 20 will tell you they will be there....but won't! Not on purpose, but because "life" will get in the way...their Aunt is in the hospital, their baby is sick, they had to work late, their car broke down, etc. You can count on about 10 of the 20 "confirmed" guests to show up, so if you want 20 guests, you will need about 40 confirmed. Make sure to call them all again the day BEFORE your Grand Opening to "reconfirm" (so they haven't forgotten about it).

Hello (their name), this is (your name) and I'm calling to invite you (and your wife/husband) to my new business Grand Opening Reception this (day) evening at (scheduled time) at my home -- (your address). **NOTE: It is important to invite both the husband and wife. Tell them to attend together because one will usually not make a decision without the other.** I am limiting this to (number of people) people and have arranged a special guest speaker -- so come a few minutes early so you won't miss anything. Do you think you'll be able to make it? If they ask what it's about, say ***It's a surprise and I don't want to ruin the surprise, that is why we are having the reception. If you can't come, I will call you afterwards and fill you in.*** (DO NOT get into a discussion of what the business is all about that is the purpose of the Reception.) If they can come, ask them to bring something -- like a bag of ice, paper cups, or a bottle of Coke (something simple and inexpensive). This gives them even more of a reason to make sure they come.

If you get an answering machine, use the same message except end it with: ***Call me at (your number) as soon as you get this message to let me know that you'll be there!***

If the person can not make the day and time, just say ***"Darn, I really wanted you to be there. Look, I have quite a few people to get back to...let me call you after the Reception to schedule a time when I can fill you in"***

If you do not hear from some people within 3 days of the event, call them again ***"I'm calling to get your RSVP to my Grand Opening Reception this (day) - I need a head count for planning purposes. Oh, and it would be helpful if you could pick up that bag of ice (or a bottle of coke...) on your way over."*** If you get the machine again, leave your number for a call back.

4. **Make sure** you have a T.V. and DVD set up that can be seen by everyone so that the presentation will go well and everyone will get a chance to see the screen and hear the volume.
5. **Make sure** all animals, children & phones are put in their place to not distract from the presentation.
6. **Invite people** over 30 minutes before start time—as most people are usually late.
7. **Tell them** about the free-Mini Vacation that you will raffle at the end of the presentation. The vacation getaway should be used as an incentive. For example, raffle the names of those who complete the evaluation survey (see **APPENDIX D – PRESENTATION SURVEY**).

8. **Tell them to ALWAYS** bring friends with them. This increases your chances of showing this to more people... Remember, that's all this is, just exposures. How many can you expose this week or month?
9. **Make sure** you have 2 or 3 different Travel Party dates set up. Not everyone can make one certain date. Before getting off the phone have them booked into one of the Parties.
10. **Hand out the Presentation Survey** (Refer to **Appendix D – Presentation Survey** and have all your guests fill it out so they may be included in the raffle for the Mini Vacation.
11. **Starting the Presentation**—Ask them, “If time and money were no object, where would you go on a dream vacation?” Share your dream vacation destinations as well, and get the video or presentation started. **I TURN OFF THE DVD RIGHT AFTER THE PRICE AND BEFORE THE COMPENSATION!!! Have Fun!!!**
12. Closing the Presentation-----**When you finish, call your PowerTeam leader or “expert” and they will tell your guests: "We find that people usually fit one of four categories when they watch the presentation:**
 - a) They love the vacation and travel perks
 - b) They want to save money on their taxes
 - c) They are interested in making some extra income
 - d) Or, they want all three of these benefits!"

Otherwise you ask them what they liked best about what they saw and heard. Your Sponsor or Upline will try to help you every step of the way. Sample flyers to promote the party are available on the team's website at www.goteamunity.com. Don't forget to have your guests complete the Presentation Survey. This is a good way to obtain leads/referrals. Include the names of those who complete the survey (with referrals) for a drawing or a FREE Vacation Getaway (speak with your Sponsor on how to obtain the getaway certificate), or an inexpensive prize.

1.3.3.3.3 Travel Parties

Plan a day each month to have a travel party and commit to them for at least 3 months. Your first party should be a "Grand Opening" to launch your new business. Following your Grand Opening, schedule a Travel Party each month so that you will conduct one at least once a month for the next 90 days. Schedule your Travel Party in advance to secure a presenter. Contact your sponsor for assistance with obtaining a presenter for your business meeting/party. Travel parties remain one of the best ways to expose your business to your friends and family. Guests should be invited no more than two weeks in advance.

1.3.3.3.3.1 How to Invite your Guests

PERSONAL CALLS – Remain the best method for inviting a guest to your event. Remember your results improve when there is personal interaction. When calling someone remember not to talk too much. You want to provide just a nugget of information that will excite them enough to want to know more. Remember, the presentation speaks for itself. Therefore your goal is to get people in front of the presentation. The nugget of information should reflect what would appeal to them. (Refer to **SECTION 1.3 – EXPOSE YOUR BUSINESS TO OTHERS**).

EVITES and PAPER INVITATIONS (flyers) are great **AFTER** you have contacted them and personally invited them to your travel party. Your invitation is just to give them the details in writing. Remember one to two days before your party you should take the time to confirm with everyone who has responded yes to your invitation. This should take only one to two minutes of your time.

Remember that you must show the excitement in your joining YTB and you should always follow-up.

1.3.3.3.2 Travel Party Etiquette

Guidelines for having a successful Travel Party:

Before the Presentation,

Invite as many successful, excited, and interested people as possible (15, 20, 30, or more!!). 50% (one-half) of ALL confirmed guests will flake, and not show up. Plan for it. Over-invite!!

Invite no more than 1 to 2 weeks in advance, any more gives them time to make excuses not to come.

Have light refreshments available, NO alcohol. All refreshments (except drinks) should be served AFTER the presentation

DO NOT explain the business to your guests before the Travel Party. If they think they know everything about it, they will not see the real need to come.

Have light music playing before and after the presentation. Do not have the television on.

Turn off/unplug telephones once the presentation begins.

- Have enough seats for your guests to be comfortable** Please note RTA's should make sure the guests have the premium seats
- Have a blank wall available and a small table that can accommodate a laptop and projector ready before the presenters arrive.
- If you have children and other guests are bringing children, make arrangements for them to be occupied in another room in order for you and your guests to focus on the presentation.
- Be on time. Start the presentation, at most 10 minutes late. Remember, this is a business meeting and having people wait is considered rather unprofessional and can be a turn off- also the presenters and/or guests may have limited time.

During the Presentation,

- The travel party host should welcome their guest and edify the presenter(s). Refer to **SECTION 1.3.4.2 – EDIFICATION** for guidance on how to edify your expert.

(Sample)

Hello everyone – I would like to thank you for attending my travel party. I am so excited about my new business and I couldn't wait for you to hear about it. I was introduced to the business by my (friend, colleague, cousin Joe) and I have been a Referring Travel Agent with YTB for ___(ex. One week) or since ___(month/year) when I heard about this business I was like "WOW" – I can save on travel and make some money while doing it -- it was a no brainer for me.. I was ready to "SET SAIL" . I am about to bring someone up who is an outstanding leader, has been very successful in (location), one of the top producers in our company, and knows how to make money. But more importantly, this individual is committed to helping people become successful, and is helping me to build a team. He/She has a really big heart and loves to have fun. Believe me you are going to love what you are about to hear. So sit back relax and join me in welcoming --_____. (clap,clap)

- NEVER interrupt (or contradict) the speaker during the presentation – NO MATTER WHAT. RTA's (including the host) should not comment, or ask questions during the presentation (attend training, training calls or contact your sponsor at a later time – not before, during or after the presentation).
- During presentation remember to clap, wow, and continue your excitement. Help keep the audience excited. (Tahiti picture – "that's the one I like" -- Florida FAM "Man did I pay a lot when I went).
- The host should be with the guest during the presentation, not in the kitchen preparing snacks or on the telephone.

AFTER the Presentation.

- Have enough applications ready for people to sign up. Applications should be immediately distributed at the end of the presentation without questions – always assume the sale. The presenter should not have to ask “where are the applications?”
- At the end of the presentation when the presenter is finished put the application only in everyone’s hand (Do not ask if they want an application). ASSUME THE SALE -- If other RTA’s are visiting your party they will/should also assist. It is all about working together – it doesn’t mean they are trying to take your guest they are assisting in completing the sale on your behalf. If you have more than one guest you can’t possibly talk to them all.

Tips on follow-up after presentation: ASSUME THE SALE -- If someone is thinking about it and has not begun to fill out application –talk to the guest. Take the application and help them fill it out – where do you want your checks made out to?

- What did you like most? Listen here – they are either interested in the travel, business aspect, or both.
- What do think? I liked what I saw but I am not sure?
- If travel – talk about a personal testimonial.
- If business – share your personal experience.
- If both – what are you waiting for?
- If financially unable – make suggestions – partner with someone, become a rep...
- I want to talk to my wife—his wife has no idea what the business is about if she wasn’t in attendance – ask them if you can come by and talk to them together (1. take a flip chart of presentation and walk thru the points of the presentation – 2. get them on a three way call)
- If they need to think about it- why are you apprehensive? What are you thinking about? Remind them why the time is now....Have a power team leader talk to them....If they still want to think about it—CALL THEM IN NO MORE THAN TWO DAYS

NO matter what don’t be discouraged if you don’t have the turn out you were hoping for – get right back on the horse and schedule another travel party!

1.3.3.3.3 Calling and Confirming RSVP’s for Your Party

You should always confirm with your guests. Let them know how much you are looking to sharing ways to save money on travel and sharing your new business with them.

Ways to ensure they are coming: possible scenarios--

- I have only 10 spots available and I reserved two for you I just wanted to confirm you will be there or should I give them to someone else?
- Can you bring some ice (other food item) and come a few minutes early?
- I am really excited about my travel party and can’t wait for you to see it.
- I am calling to confirm you will be there tomorrow at XX (time) for my party.

Try not to mention the “business opportunity” if you are not sure what this person is interested in

1.3.4 STEP 3: 3RD PARTY VALIDATION**1.3.4.1 When To Do a 3-Way Call**

After your prospect has listened to an overview of the business opportunity (i.e., sizzle call or Director’s Call) or read the Success from Home magazine, you should conduct a 3-way call between you, your prospect, and someone in your upline. Ask your sponsor, if you are uncertain, who could assist you with a 3-way call. When inviting prospects to a Grand Opening/Travel Party or business opportunity meeting, we strongly encourage you to 3-way your prospect. Simply put:

YOU – bring the trust
(since you know the person)

+

UPLINE – bring the respect
(since they will have more experience in YTB and personal testimonies)

= SUCCESS!!

1.3.4.2 Edify The Expert

Edification is used in many circumstances in your business. Example of when to use edification are:

- ➔ Before a 3-way call
- ➔ When inviting guest to a Travel Party or Business Opportunity Meeting
- ➔ Before you introduce your guest to your Upline expert or leader in the business
- ➔ When introducing a speaker at a Grand Opening, Travel Party, or Business Opportunity Meeting

For best result, you generally want to call your upline a head of time to see if they are available to conduct a three way. It is also at this time where you will tell them a little about the prospect (e.g., are they interested in making money from travel, looking for extra income, etc.) Don't forget to tell your upline where you want the prospect to go for more information (e.g., travel party/business opportunity (include date/time)).

Here is an example of how to transition someone into a 3-way call. Remember you are not trying to sell, so just a short comment.

- ➔ "I have someone that I would like for you to speak with. This individual is doing great things with this opportunity, and I would like this individual to provide you additional details and answer any questions that you may have."
- ➔ I would like for you to speak with this Individual who has made an incredible income with YTB and is helping me build my business.
- ➔ "I am new at this so I'm going to get someone on the line that can answer your questions. Hold on for a second."
- ➔ "That is a great question; I'm not sure but let me get someone to answer that for you while we are on the phone. Hold on for a second."
- ➔ If they are already part of your team, "Hold on, I would like to introduce you to someone that can help you if you can't get in touch with me..."

If edification is done correctly, you can change a prospect's mental attitude. From luke warm to a fire ball filled with excitement. Edification is speaking well of someone. Your goal is to build up the credibility of your Upline so that the prospect automatically wants to meet or talk to the expert and the prospect will listen to the expert. The expert can in turn – edify you, so now the prospect will be more coachable. This gives you credibility to answer questions or start the prospect in the business.

You are not supposed to explain the opportunity, nor invite the prospect to an event. Let your Upline do the inviting. You need to create the value of the business, this makes the prospects feel that they were important enough for the expert to talk to them.

Now, how to edify someone: You cover Who, Past, Present, Future, Heart

Example:

I would very much like you to introduce you to (Mr./Mrs., Expert Name). (Mr./Mrs. Expert Name) is an incredible (Director, Power Team Leader, etc.) here heading up the expansion of our company in this area.

Just to give you an idea about his/her background, (name) had/has a career in _____. She/he has reached one of the top positions in the company!

He/She is far better qualified to answer some of the questions you may have. But I just want to tell you a little about the (expert's name). He/She has a really big heart and I appreciate everything that this person has done for me and I'm so delighted that I can introduce the two of you.

This individual is **EXTREMELY BUSY** and I **MAY NOT BE ABLE TO GET IN TOUCH WITH THEM**, but if I could I'd like to get this individual on the phone, hold on...

THREE-WAY THE PROSPECT IN WITH YOUR EXPERT

Edify Your Upline:

This individual is a leader with the company, **LOVES TO HELP PEOPLE, LOVES HAVING FUN, KNOWS 110% OF THE FACTS**, definitely **MAKING MONEY**, but what I like most about this individual is

THEY ARE EXTREMELY DOWN TO EARTH!" His/Her name is Mr./Mrs._____, **INTRODUCE YOUR EXPERT BY THEIR LAST NAME, YOUR PROSPECT BY THEIR FIRST NAME AND BE QUIET!!)**

Other examples include:

- ➔ S/he is/has been successful in (location).
- ➔ S/he has earned one of the top produces with our company.
- ➔ S/he is fully document in his/her success.
- ➔ S/he is leading the national expansion for the company.
- ➔ S/he is working with me to build a team.
- ➔ S/he is helping me secure my financial future.
- ➔ S/he knows all the facts.
- ➔ S/he knows how to make money.
- ➔ This person is taking the company to the top.
- ➔ S/he is committed to helping people become successful.
- ➔ S/he is taking time out of their busy schedule to help me.
- ➔ Has a really big heart or down to earth.
- ➔ S/he loves to have fun.

*Try to make the person sound like the Michael Jordon or Opra Winfree of your business. At the same time, you have to bring the Expert down to a warm and caring personality. NEVER interrupt the "Expert" no matter how much it kills you. If you do – it will take everything away from the Expert, and leave you with nothing. It is critical to recognize the importance of learning EDIFICATION in building your business.

1.3.5 STEP 4: CLOSING AND SIGNING UP PROSPECTS

One of the most important things you can learn in network marketing is how to close or better yet "how to get the decision". And there are a lot of folks that really can mess up a great prospect by NOT saying the right things...happens everyday. You need to learn how to navigate the prospect to a decision that is RIGHT and BEST for them.

1.3.5.1 6 Guiding Principles to Closing a Prospect

1. Keep the Conversation Focused on the Prospect.

You must keep the conversation focused on what the prospect want to see happen in their life, and their future. Focus on them and them only, and continue to ask questions to keep the conversation focused on the prospect and how they can benefit from YTB. It's ALL about the prospect – not your personal dreams and aspirations.

2. Hear the Prospect, Not Just Listen.

Many people listen to a prospect, but few hear the prospect. The prospect will tell you all you need to know to recruit them, if you hear what they are saying. Listening is processing the words, but not the meaning and emotions. Most people are too busy thinking what they are going to say next, to ever hear a prospect. "Would you please tell me what you meant by that? That was interesting..." or "Tell me what you are really are looking for in life..." are good statement for hearing. Those that listen with the ears have shallow listening...those that listen with the heart and to the emotions, have Success Listening, and actually hear the prospect with a depth that is Magnetic to Success.

3. Connect with the Prospect and They Must Connect with You.

Connection is the secret to getting the prospect moving towards you psychologically. It is the process of asking questions, and finding things that you have in common, you can relate to, you can share, you both agree with, etc. The more that a prospect feels connected to you, the more that your recruiting magnetism is growing. "You and I have some things in common..." "I can relate to that!" "I totally agree with you..." are Connecting Phrases for Recruiting. It is a fact that who people feel connected to, they listen to closely, because they feel comfortable with them.

4. Paint Word Pictures in Full Color.

We think in pictures. When you think, you actually "see" an image in your mind, and that picture becomes a thought. Your prospect thinks that way too. And if you are giving them only details and facts, then it is not going to set their dreams in motion. You must "paint them there" in their dream, on the canvass of their mind with your words and emotions. "Imagine the feeling of..." "Can you see yourself...?" "How would your family enjoy?" "What would happen if you really did achieve this..?" "I can see you living in that home...can you?" Find out what the prospect wants to happen in their life that is not happening, then "paint them there" in their mind with your words. Your words are the brush strokes on the canvass of their mind, and your emotions are the colors. Paint a picture of Success, in High Achievement Technicolor.

5. Pour Out Hope, not Hype.

"Pouring out" is an art that Successful people have mastered. It is simply taking the best of your emotions, and pouring them into a person with your words, caring and belief. Many people are so focused on getting the prospect excited, they forget that Hope is more powerful than hype. Hype comes from the head, and Hope comes from the heart. One is heard, and the other is felt. Pour out with your words and emotions the Power of Hope for a better future, income, and lifestyle. As you pour in, the prospect will begin to pour out their heart, and you will know the truth of what they are hoping for in life.

6. Have Something FOR the Prospect, not want Something FROM the Prospect.

At the end of an opportunity meeting, do you approach your prospect/guest as if you are mentally reaching for their wallet, and also for their contact list. The prospect can feel this very quickly. You must not approach a prospect with your hand out mentally empty, as if asking for a crumb of bread. You must have your hand out filled with Hope, Dreams, Success, Fulfillment, and an Incredible Lifestyle, ready to give that to them. If you do, you will have a radically different mind set. One is a "taking mindset" and the other is a "giving mindset." The prospect will ALWAYS be drawn towards a GIVING mindset, not a taking one. Have the Gift of Success and Lifestyle ready to give your prospect, not the desire to take something from them. "For you" will always have more power than "From you" in recruiting.

1.3.5.2 Closing Methods

Whether you are trying to close a prospect on the phone following an online presentation, in person one-on-one, business opportunity meeting, grand opening, or travel party, closing is THE most important part of the presentation. Without a strong close, all of the work that you have done can be wasted. All that is

required to develop a strong close is to use the following techniques and Practice – Practice – Practice !! Consider the following closing methods:

“What Did You Like Most” Close

“What did you like most about?” WFA (wait for answer)

Answer any questions that the prospect may have. Based on what interest them most, simply say “let’s get you started so that you can “start to enjoy the benefits of being an RTA – getting paid from travel booked on your website and being able to travel like an insider” or “own your business and enjoy the tax advantages and earning extra income”.

“It Made Sense To Me” Close

For prospects interested in travel: When I saw this opportunity and realized that I could save on my own travel by earning commissions on my vacations and travel, it made all the sense in the world to me to get started immediately. Does the business model just make sense? (WFA).

For prospects interested in making extra income: When I saw this opportunity and realized that I could make some extra money by refering people to my own website and by sharing the opportunity with others, it made all the sense in the world to me to get started immediately. What do you think? (WFA).

For prospects interested in tax savings: When I saw the opportunity I realized that I could save so much money each year on my taxes, it made all the sense in the world to me to get started immediately. How about you? (WFA).

“Great Idea” Close

For prospects interested in travel: I’ve got a great idea. Let’s get you signed up tonight so that you can get your RTA credentials and start earning travel commissions on travel. (WFA).

For prospects interested in making extra income: I’ve got a great idea. Let’s get you signed up tonight so that you can begin makng some extra income immedietly! (WFA).

For prospects interested in tax savings: Let’s get you signed up tonight so that you can begin saving on your taxes immedietly! (WFA).

1.3.5.3 Handling Objections

Objections are inevitable in any business. Many times, people make objections because they do not completely understand the information you have given them. If so, a clarification may be necessary. Others give objections because they ae not accustomed to saying, “Yes!” on the spot. They may think that there must be something they can find wrong with this terrific home business. And yet other people may use objections as an excuse or because it is more comfortable for them than simply telling you “No.” They don’t want to hurt your feelings.

Regardless of the situation, you will feel much more prepared to present YTB to others if you are armed with some appropriate responses to the potential objections you may encounter. After all, many studies have shown that it’s not fear of talking to other people and hearing “No” – it’s our fear of not being able to answer their questions or counter their objctions that prevents us from approaching people about the business.

Do Not Be Emotionally Attached to the Result.

So many times, we get discouraged, and down, when the results of our recruiting efforts do not align with what we want to happen. Our emotions kick in, we start doubting ourselves, and what we are doing, and fear starts to creep in...the Fear of Failure. Then you get so discouraged, you end up giving up. This happens because your emotions were controlling you, not you controlling your emotions. You must step back from the results, as you must understand that many people are too busy living their life to ever put more life in their living. Timing may not be right. They may be totally happy where they are in life. They are not saying no to you, but to themselves. Don’t get emotionally attached to the possibility of your mlm prospect enrolling until they have given you reason to. Discouragement is a result of your emotions dominating reality. Reality is, there are more people out in the world who are looking for you, then you could ever imagine. Go talk to them, and bless them with your business, instead of being bound and imprisoned by the chains of negative emotion in MLM and Network Marketing.

1.3.5.4 Common Objections & Appropriate Responses

➔ “I don’t travel.”

Response: “Do you take vacations or pay taxes and/or want to earn extra income? Do you know anyone who takes vacations and travels, or anyone who wants to earn some extra income? If so, YTB can still benefit you.”

➔ “I don’t have time.”

Response: “How much time do you think it would take to save thousands of dollars a year on taxes? Former IRS Attorney Sandy Botkin says with a YTB business, three minutes a day can turn into as much as \$5,000 or more per year in tax deductions. Perhaps you could spend three minutes of your day that way, have more money in your pocket, and save some of the time you have to spend working now.”

➔ “I don’t have the money.”

Response: “I understand. But what I’ve found is that most people spend \$500.00 on things that will not help them earn extra income. How about your TV or the \$100.00 a month most people spend on cable TV. Consider investing in something that is an asset instead of a financial liability.”

➔ “I don’t know anybody who would want to do this. I’ve tried everything and I don’t want to go back to my friends again.”

Response: “I understand, but you need to realize that YTB is unique. As YTB grows, someone will probably tell your friends about the program. Our experience is that people who would never join other opportunities will join YTB because of the tremendous savings. And saving thousands is the equivalent of making thousands.”

➔ “Is this MLM?”

Response: “Yes, but it’s unlike any MLM you’ve ever seen. Our RTAs potentially save thousands of dollars on taxes, and earn income by simply building an e-mil list that refers family and friends to their websites. The travel portion of YTB is not mult-level, and it’s your option to build a team.”

➔ “I don’t like MLM. I’ve lost money and been burned on everything I’ve tried.”

Response: “If you lose money in YTB, it’s because you choose to. The thing that totally sets YTB apart from other companies is that our RTAs save thousands of dollars on vacations and potentially thousands more on taxes. Whether you build the MLM portion or not is irrelevant to your saving money. Not only that, YTB has a \$6,000 guarantee.”

➔ “I’ve got to go home and talk with my spouse.”

Response: “That’s a great idea. All I ask is this: please don’t try to explain the opportunity. Let’s set up a time, and I will show him/her the same presentation that you had the advantage of seeing. That way, he/she will understand the program and together you can make an informed decision.”

1.3.5.5 Signing People Up

Although people can go to your website to join, we encourage you to have them complete the hard copy application. Get with your sponsor, who will show you the steps to enter the application online. Once you have entered the application, make sure you follow the steps outlined in **SECTION 1.4 – SPONSORING OTHERS** to get them started right. Remember the first 90 days is critical to their success and can also be financially rewarding to you as well.

1.4 SPONSOR OTHERS

Show me any super-successful person in YTB and I almost guarantee they didn’t do it on their own. Most highly successful people in network marketing will point to their up-line leaders as their source of **education, support and inspiration**.

When someone joins your YTB team, you need to sponsor them by providing guidance on their journey to success. You should be a mentor, eager to help them learn the ropes of their business, to include what to do and what not to do. As a Sponsor, it is in your best interest to do everything you can to turn you into a leader because you are rewarded in direct proportion to the number of leaders on your team.

The most important characteristic of a great sponsor is needing to be active in the business. Being active not only means they are recruiting people onto their team, it also means they are participating in company and team conference calls, attending local business briefings and going to all company conventions and events.

Active sponsors are also constantly learning about the business by attending training and reading books on how to succeed in network marketing. Great sponsors do not have to be "old-timers" in network marketing. They can be relatively new. What is most important is that they are active and "plugged-in". That way they can plug you into the key people on the team and the company resources you need to get started quickly.

Ask for yourself – Am I a good sponsor?

- Are you someone worth following?
- Do you have passion?
- Do you have vision?
- Do you have an objective (other than "make more money")?
- Are you constantly improving yourself?
- Are you open to learning new skills and enhancing your current skills?
- Can you mentor others?

If you feel like you might be lacking in any of these qualities, are you willing to make an effort to improve? If so (and you actually make those improvements), that is a characteristic of a leader.

And it's not only about how many people you recruit—it's about how many people you help raise to a higher level than where they were when you met them. The surprising truth is that long-term network marketing success is largely based on how many leaders you find and develop, more than how many people you personally recruit into the business.

1.4.1 KEY STEPS



When a new RTA joins your team, there are several things that you as a Sponsor should do to ensure that your new team member is started off on the right path. The Key Steps are:

1.4.1.1 Step 1: Schedule their Grand Opening

As a Sponsor, you should help your new RTA conduct a Grand Opening for their business. Schedule the Grand Opening the day that they join the business. Remember, when they join, the new RTA is at the peak of their excitement and is anxious to get their new business off the ground. The Grand Opening will let others know that they are in business. The Grand Opening should be scheduled within the first two weeks after joining YTB. The new RTA should also schedule a Travel Party that occurs within the next two weeks following their Grand Opening. By having the Travel Party scheduled at the same time, the new RTA will be able to offer an alternative for the guests who are unable to make the Grand Opening date.

1.4.1.2 Step 2: Send A Welcome Letter

As a sponsor, you will need to send your new RTA a Welcome Aboard letter within 48 hours after they joined YTB:

 <h1 style="color: blue; text-align: center;">Welcome To Team Unity</h1> 
<p>Dear _____,</p> <p>Welcome to YTB and Team Unity! You have taken the first step to fulfilling your Destiny – you know that this business was presented to you for a reason. Whether you joined to become an entrepreneur and financially successful, supplement your income, or to travel the world -- you are definitely in the Right Place at the Right Time! Team Unity is a group of spiritually led business partners dedicated to assisting you in achieving your goals.</p> <p>We know you are excited and ready to get your business going and as your Sponsor I am here to assist you anyway I can. Remember YTB has provided you with all the tools ~~ but Your commitment will be what makes Your business a success.</p> <p>You have two websites - a marketing website and a travel website. To access your marketing website go to www.ytbnet.com/(yourextension). This website contains the presentation that explains your business to others. Simply click on the "Book Travel Here" link and it will take you to your travel website. You have a back office behind both websites that contains a wealth of information to help you grow your business. The back office of your marketing site contains information on training, downloadable documents, and earning statements. The back office of your travel website contains information on your travel commission earnings, information on FAMs, and other useful information to help you as a travel agent. To access your back office, click on Member Login (marketing website) or Login (travel website). Enter your userid and password, which you should have received via e-mail in the form of a receipt from YTB.</p> <p>I have scheduled a Quick Start to Success meeting with you on _____ at _____.</p> <p>This will give us the opportunity to review your progress on Team Unity's attached Checklist to Success, and Quick Start to Success Guide, as well as answer any questions you may have. If in the meantime, you have any questions before our meeting, please feel free to call me at <u>XXX- XXX-XXXX</u>.</p> <p>Sincerely-</p> <p>_____</p> <p>Sponsor, Referring Travel Agent</p>

As a Power Team Leader, it is in your best interest to support the RTAs on your power team. When you receive the e-mail notification from YTB that someone has joined your power team, you should send a welcome letter introducing yourself and welcome them to the team.

Dear (RTA Name),

Welcome to YTB and Team Unity! I would like to take this opportunity to personally introduce myself and the great team you have just joined. I am Ann Jones, a Director in YTB and your Power Team Leader. I want you to know that and am here to offer my assistance in anyway. *Remember you are in business for yourself but not by yourself!*

I have added your e-mail address to Team Unity's phone book so that you may get plugged in to training, conference calls, team events, etc.

Here are some important events coming up that you do not want to miss:

New Member Training Call every Monday at 8:30 PM EST - Tel: (641) 793-7505 / PIN 601340#. This call is intended for new RTA's who have joined the team. It provides all the information necessary to get started on the right track. The call is open for questions and answers.

Team Training and Momentum Call - Every Other Tuesday at 9:00 PM - TEL: (712) 432-2323 / PIN 72323#. This call provides tips and guidance on how to grow your YTB business.

Certified RTA Training. The course is \$149 -- your spouse or secondary can attend for free. This course is taught by YTB Directors where they show their tried and true practices in growing a successful business. You may obtain the schedule and register for this course by logging into your back office and clicking on Corporate Events, the CRTA Training.

Team Unity Website. Our team website is www.goteamunity.com currently under construction. The website will provide information on team sponsored meetings, upcoming team training, document downloads and announcements. We will send an e-mail just as soon as it is available.

Finally - we need to schedule your Grand Opening to let others know you are in business. This is a major step to obtaining a return on your YTB investment. Please give me a call within the next two days so that I may attend and help you put together an incredible GRAND OPENING!! Please think about what day you would like to schedule your Grand Opening.

I have attached the RTA Credential Application and will send you other information to get you started on your journey for financial freedom.

Best regards-

1.4.1.3 Step 5: Keep them plugged in

Team Unity sends e-mail blasts to all registered members. The e-mails provide information on training, team events, and YTB events. Complete the Contact Information form located in Appendix E and e-mail to partners@goteamunity.com.

Provide your new RTA with the list of contact numbers so that they will know how to get support from YTB and their upline. The listing is located in **APPENDIX F – IMPORTANT NUMBERS**.

Encourage the new RTA to listen in on the YTB training calls at least once to be aware of what is offered by the company. A complete listing of the calls can be found in **SECTION 1.2.3 – NEW MEMBER CORPORATE TRAINING**.

1.4.1.4 Step 3: Conduct Quick Start to Success Meeting

The Quick Start to Success Meeting is better conducted face to face, but can be done over the telephone. The time set aside should be quality time with minimal to no disruptions. The new RTA should have

paper and something to write with to take notes. Review each item on the Checklist, which is located in **APPENDIX G – QUICK START CHECKLIST**.

1.4.1.5 **Step 4: Assist new RTAs with inviting guests**

Remember, your new RTA is excited and can't wait to tell their best friends and family about the opportunity. To minimize disappointments, it is in your best interest to assist your new RTA with inviting guests to the Grand Opening. We find it best to teach by showing when coaching others on how to invite guests. Review **SECTION 1.3 – EXPOSE YOUR BUSINESS TO OTHERS** with the new RTA. Role play with the RTA on inviting guests. Have the new RTA contact her warm market guest and say:

Hi _____,

Is now a good time? Great, I am having a Grand Opening for a business I just started and I would like for my business partner to speak with you to share some additional details. Please hold for a moment.

Now join in your sponsor and remember to edify them (refer to **SECTION 1.3.4.1 – WHEN TO DO A 3-WAY CALL** on the proper way to edify others). This is the only time that I can think of that we will also edify the prospect. Let the Sponsor know a little about your prospect.

For example:

Sharon Johnson = Sponsor Karen = Prospect

Ms. Johnson is very busy, but I was able to catch her and she is able to speak with you for a moment. She is a leader with the company, knows 110% of the facts, and I truly look up to her because she loves to help people and is extremely down to earth. Sharon, I just want to tell you that Karen is a well respected friend/colleague/associate. Can you share with Karen information on our Grand Opening?

Once you have assisted the new RTA with inviting, reverse roles. Allow the new RTA to facilitate the call while you listen. Provide feedback, then allow the RTA to walk on her own with the understanding that you are still available to support as needed.

1.4.2 DUPLICATE SYSTEM

Others will do what they see you doing. Therefore, if you are only on the the conference calls sometimes, then your downline will begin to feel that it is not all that important. Now, this guide may seem like a lot, but in reality, it is not when performed in a consistent manner. In fact, it will become fun – not work!! So go have some FUN!!

2 MAKE A COMMITMENT

2.1 MAKE A DECISION

Most people who have really made it **BIG** in this industry will tell you that it came down to one thing that made the difference between success and failure. This one thing was: **They made a decision and commitment to get it done.**

All it takes for you is one decision. The decision that enough is enough and things are going to start changing for you **TODAY**. You have taken a great step by joining us but there is still more to do. Right now, go to your calendar and write on today's date: "Today is the day that I committed to my business and decided no more excuses."

By doing this you are deciding that:

- failure or quitting are not options
- success is the only acceptable result
- the naysayer's and dream stealers will not stand in your way
- you and your family deserve success

DECIDE TO CHANGE YOUR FUTURE AND "COMMIT" TO BEING THE BEST AT WHAT YOU DO!

2.1.1 SETTING ASIDE TIME

If you have ever had a job, you understand that when your boss wants you at work, you need to be there.

Your business with us is no different, except that you are **YOUR OWN** boss. Now with this title comes many benefits but also comes a great deal of responsibility. As your own boss it is very important to set aside specific time each week to work your business. Think of it as making your own work schedule. But remember, as an employee it is too easy to say you'll do it tomorrow and that must change. This is **YOUR** company and you need it done today!

If you set aside 2 hours on Tuesday, 2 hours on Thursday and 3 hours on Saturday, as your time to work your business, then you have to be a strong enough boss to make your employee do what they are supposed to. This time should be spent talking with prospects and other activities that produce results, **NOT** cleaning your desk off, shuffling papers or other non-productive activities.

You see, your business isn't going to build itself. You need a purposeful effort, the discipline, and the determination to make it happen. Not many people create wealth without making a sacrifice or two and sticking to a game plan.

Set your hours each week around other activities you have for the week. That is certainly an advantage and benefit to being your own boss, you can work the hours you want but remember that you still have to work.

The more you work, the faster your business will grow. The less you work the slower your business will grow.

2.1.2 GETTING HELP

If you need help, all you have to do is ask:

Your first line of help is your **SPONSOR**. This is the person that directly brought you into the business. They should be ready, willing and able to help you. After all, it is mutually beneficial for them to help you. It helps you grow into a leader and this will help grow both of your businesses.

Your next line of help is your **UPLINE**. This is your sponsor's sponsor, sponsor's sponsor's sponsor, etc. Your sponsor should get this information to you as soon as possible after you have joined. You really need this information especially if you need to do a 3 way call or have a question and cannot reach your sponsor. You should have at least 2 other people you can call for help. Make sure your sponsor gets you that information right away.

Another line of help is **YTB's** customer support. YTB's customer support is available via the backoffice of your website. Login to your back office and Click "Customer Support" located under "My YTB" (located on the left hand side). You may also contact YTB's customer support at 800-243-4450 and press 2 for marketing related questions and 3 for travel related questions. Customer Support is available 7:00 AM to 10:00 PM, CT.

Refer to **APPENDIX F – IMPORTANT NUMBERS** for a complete listing of contact information for YTB and your upline. Your teams website also contains a wealth of information, tools, and resources. Go to www.goteamunity.com.

2.1.3 BASIC FUNDAMENTALS

You must have a solid foundation on which to build your business. Understanding why you are doing something, where you see it going and establishing daily habits will lead toward your end objective is the only way to achieve what you want in life. **"WHY"** you build your business will be much more important than "HOW" you build your business. If your **"WHY"** is big enough, we will show you the "HOW" to do it.

Write down and review your "WHY" everyday in order to maintain and increase the passion you brought to your business the moment you decided to become an RTA. Beware of Dream Stealers; they will try to discourage you. The only thing that will save you will be your "WHY." It will keep you focused on moving forward each day and will assist in achieving your personal goals and dreams.

"WHY" you are in this business can and should change as you grow. The bigger your "WHY" the bigger your business will become.

Here are a few examples: "I need to build a college education fund for my kids" or "I want to build a new wing on the children's hospital" or "I need to pay off my car". **"I will be debt FREE"** and I want the freedom to do what I want, when I want, how I want. I am done with having limitations on when I can take a vacation and will no longer except living pay check to pay check. You can see the difference in the magnitude of each "WHY." However, there is not one "WHY" that is more important than the other. That is because each "WHY", each goal, each dream is yours, it's personal. Identify "WHY" you are doing the business and make sure it is real to you. Don't create your "WHY" based on someone else's expectations, it is yours.

Take some time to clarify your "Why" and write it down. Do it now, it really is that important. Then, immediately put it where you can see it everyday.

2.1.4 ESTABLISHING DAILY ROUTINES

Establishing Daily Routines is simply making a plan for what is accomplished each day in building your business. Without stability, there can be no growth. Your daily routines are your stability. Make them fun and stick to them!

First and foremost, expose your business to new people EVERY DAY! Consistent and persistent action will help you realize your dreams. Make this your first priority. Set up specific time each day to work your business. Set up an hour or two a day or 5 to 10 hours per week. For example, work Tuesday and Thursday for 2 hours and on Saturday for 1 hour. The most important activity is exposure. EXPOSURE IS EVERYTHING!

Expose - This is the step that you use to tell others you are in business. You want to get their attention so they will take a closer look at your opportunity or booking engine. It might be an online ad, offline ad, flyer, magnetic sign, conference call, and **Travel Party** etc., that directs them to this system.

2.1.5 ACTION PLAN

- ➔ **Step 1** - Make sure you understand the previous information. Make a list of 20 people; give a copy to your sponsor!
- ➔ **Step 2** - Write down your WHY (the reason you want to make money with your own business) and put it where you can see it EVERYDAY.
- ➔ **Step 3** - Establish communications with your sponsor and up line. Call your sponsor to discuss and set forth a plan for building your business, discussing your goals, etc. If your sponsor is new, this may require calling their sponsor (your up line). Work with your sponsor to start contacting people. Get your prospecting pipeline full of leads and keep it full. Numbers are the key.
- ➔ **Step 4** - Set some goals. Review this "Setting Goals" section for specific ideas and guidance.

2.2 5 KEYS TO SUCCESS

- **Value Others** - focus on your prospect / customer and what is right for them, not what is right for you.
- **Invest in Yourself** - make a commitment to grow and learn, get better daily. If you have not read the classic book "Think and Grow Rich" by Napoleon Hill, pick it up and read it ASAP!
- **Take Responsibility** - stop blaming others for where you are in life, take the bull by the horns and guide your life in the direction you want to go.
- **Sacrifice** - nothing in life is free, understand you will need to give, to get.

Dream BIG and Stay Positive! Don't let anyone steal your dreams. The only limits we have are the ones we make for ourselves.

2.3 5 WAYS TO PLUG IN

Your Sponsor - Your sponsor gets paid on your efforts and part of their role is to train and support. You should be in contact with your sponsor regularly. This should be almost daily when you are getting started. They are there to learn from and they gain by helping you. If you need help, ask for it. The Upline Team plays a very important role in the training and support especially if your sponsor is relatively new. Ask them how they grew their business. If you want to make BIG money, sometimes you have to find someone making it and copy what they did.

Travel Party – This is one of the best ways to get a group of people together have fun and blow up your business.

Training/Conference Calls – In order to be successful, you need to be constantly learning. These calls are great tools to learn from the company or other leaders in the company. Find out when the next **CRTA event** is and attend it. This event will certify you and is very important. Ask your Sponsor about it!

Local Events - This is another way to connect and learn from others. If you can get involved with a local group, you can feed off their excitement and work together to build an area, even share costs for renting space for meetings, etc.

Company RED CARPET TOUR and Conferences - Get to see first hand what YTB is all about and how solid the leadership and foundation really is. Nothing can replace the Annual Conference. New ideas, techniques, training and tools to help you grow your business to new heights. It also gives you a great opportunity to get around the corporate people, other leaders and other distributors.

2.4 5 BELIEFS TO MAKE YOU UNSTOPPABLE

(These fundamental beliefs are absolutely critical to your success.)

Develop a belief in the PRODUCT.

We are offering people a GREAT PRODUCT – we have our own Online Travel Agency! We offer the same Cruise Booking Deals as American Express. People are paying close to \$10,000.00 to have their own Franchise and \$700.00 a month **for just Cruises alone** and they are getting the same technology and deals we have. If you were to go out on your own and try to develop everything YTB gives you, you would have to invest MILLIONS! We are among the top three agencies that book Carnival Cruises and will be NUMBER ONE soon! Use the product and "become a product of the product" This allows you to promote from your heart, NOT your head. If you promote from your head, you're a sales person.

Develop a belief in the COMPANY.

Get around the people who are the company (i.e. Founders, Directors, etc.). Go to corporate functions, listen to conference calls and check out the leaders.

Develop a belief in the INDUSTRY.

(Network marketing) Learn about the industry and why more and more big name companies are using Network Marketing. Discover the amazing advantages of Network Marketing and read about the success of many others who have made this their career.

Develop a belief in OTHERS.

Believe they can do it and instill it in them. Understand that most people want what you want, a better quality of life than they are currently living. But always remember to value people, NOT money. You can always make more money but relationship are easy to loose and hard to make.

Develop a belief in YOURSELF.

As a child, didn't we believe we could do anything. Well, guess what, you can. Believe you deserve it, that you're worthy of it and let's go get it done.

Once you have these 5 beliefs, you are unstoppable! Your confidence will show as you approach others about the product and/or the opportunity.

2.5 THE 12 BIGGEST MISTAKES NETWORK MARKETERS MAKE

1. **DON'T elevate the Prospect above YOU** (i.e., time, position, value). Don't feel like there time is more valuable than yours.
2. **DON'T convince.** You have the right product with the right company at the right time -- you do not need to persuade. Remember, TELL not SELL. You want to market in a way that people are looking for you.
3. **DON'T talk too much.** Say less and listen. Talk a little, and then listen. If you are talking a lot -- then you are selling.
4. **DON'T make the opportunity sound too easy.** This is a business, and well YTB has done most things for us, we still have to make a commitment to work our business just as we work our JOB that makes someone else wealthy. Remember, if it was so easy, then everyone would be doing it.
5. **DON'T make people feel to comfortable.** People need to be taken out of their comfort zone to make a positive change in their life. This is why when I am closing, I ask if you are living pay check to pay check, or do you have to check your account balance before you can make a withdrawal. Change can be uncomfortable, and I want people to know that if they want to change there circumstances -- they have to be willing to do something different -- make a change.
6. **DON'T make this mistake -- don't use up-line support.** Your Directors, Power Team Leaders and Sponsor are there for you. You are not in this business by yourself. Use their knowledge and support. Why work your business by trial and error -- Get around successful people and duplicate what they do.
7. **DON'T send negatives down.** Never complain to any of your downline. Go to your experienced up-line folks to deal with problems and issues. They can help fix problems. Never speak negatives or complain around prospects or in a Presentation environment. Say you are at a meeting, and you begin to complain about people not showing up at your travel party. You don't know who is listening to you. Not only that, but think about how you look -- a complainer. Fill your minds with positive thoughts. Remember positive actions attract positive results.
8. **DON'T Edify Prospects.** Edify your up-line when doing a 3-way call.
9. **DON'T interrupt your up-line** during a 3-way call.
10. **DON'T make this mistake -- Looking for Needers not Leaders.** You want to find leaders who are passionate about their YTB business. Three leaders will propel you to Director. Needers work their business casually and usually have to call you for every little thing. Needers rarely attend training or events. Leaders plug in and duplicate the system and require minimum coaching.

11. **DON'T be one of these people -- don't spend enough time attending and promoting events** and learning your biz. Not only should you attend YTB and corporate events but you should encourage your downline and bring guests. Events generate so much excitement. It is one place where you will learn something new; you will leave so pumped up that you will immediately do things to grow your business that you would have otherwise not. Your guest will see the integrity of the company, and the opportunity in a whole new light.
12. **DON'T make excuses and DON'T QUIT.** You get out of it what you put into it. We make excuses because we have lost focus of our goal. You need to see what you want with your YTB business and go seize it. Never, ever give up until you have achieved your dreams. All too often we stop short of our blessings. We give up and give in and start to think that I can't do it. We need to say daily -- YES I CAN and YES I WILL!!

2.6 5 THINGS A NEW PERSON MUST DO

- **Get Mad / Get Excited** – If you are unsatisfied with life, get mad about where you are and get excited about where you are going. People are more likely to listen because of your enthusiasm than your knowledge.
- **Invest in Your Education / Training** - it is the only investment that pays you FOREVER! The marketplace pays for value. How do you increase your value? By improving your skills. Also, don't be afraid to ask for help. You should always work harder on yourself then anything else, including your career!
- **Need To Go To Work** - fill your pipeline with prospects. Expose at least 5 people per day on average. People will not know you are in business unless you tell them.
- **Never Give Up, Never Give In, Never Ever Quit** - this cannot be an option. You must be 100% committed because this changes your posture. Only if you stick it out and don't quit, can you succeed. You can only grow through trials and tribulations.
- **Tell Your Story** - why you got involved, what really drew your interest, where you see things going, etc. Facts Tell, Stories Sell.

“If you help enough people get what they want, you can have everything you want.” - Jim Rohn and I know Zig Ziglar says the same thing and these guys know what they are talking about!

Please go over this information daily until it sinks in. You will also receive a Training "ToolBox" Manual from YTB full of great information. Please review that once you get it.

We are excited to work with you and are committed to helping you succeed!



Antoinette (Ann) Jones
National Director
\$10,000 Bonus Earner

APPENDIX A: RTA APPLICATION AND AGREEMENT

REFERRING TRAVEL AGENT

Application & Agreement



NOTE:

The processing of this application may be delayed without the attachment of all necessary documentation, and the signature of the Primary Applicant on the Terms and Conditions. Fill out completely and mail to: yourTravelBiz.com, One Country Club View Drive, Edwardsville, IL 62025

NEW APPLICANT

Primary Applicant _____

Secondary Applicant (If Applicable) _____

Company Name (If Applicable) _____

YTB ID# or SS# _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Fax _____

Business/Other Phone _____ Ext _____

E-Mail Address _____

<p>Attach Color Photo Here (2" x 2" Passport Size)</p>	<p>Attach Color Photo Here (2" x 2" Passport Size)</p>
--	--

APPLICANT

**SECONDARY
APPLICANT**

IMPORTANT: Print your name on the back of each photo. Please attach a current color photograph (2" x 2" Passport Size). Attach a separate color photo for the Secondary Applicant, if applicable. Photo must clearly show you from the neck up with no interference from other objects, people, etc.

**I/We apply to become a Referring Travel Agent (RTA) of YTB Travel Network affiliated with yourTravelBiz.com.
I/We have read and understand the Terms and Conditions attached to this application.**

Primary Applicant Signature _____ Date _____

Secondary Applicant Signature _____ Date _____

IMPORTANT NOTICE:

By applying for my credentials, I understand and agree that I am waiving any rights which I may have for refund of monies paid to yourTravelBiz.com for my YTB Business Package purchase.

Purchase Date _____ Payment method used at the time of your YTB Business Package purchase (Credit card, check, etc.) _____

Signature of YTB Business Package Purchaser _____

This form and the attached Terms and Conditions must be completed and signed before Travel Commissions can be paid by YTB Travel Network. **No fees are required with this form.** As a YTB Business and Travel site subscriber your credential will be renewed annually. If you wish to update information or photos, please submit a completed copy of this form 30 days prior to the expiration date.

RTA Terms and Conditions **(Effective April 1, 2006)**

I am applying to become a Referring Travel Agent (RTA) with YTB Travel Network, Inc. (YTBTN) and agree that:

1. I am of legal age in the state in which I reside. I will support the worldwide travel industry and YTBTN by promoting and making travel sales during the duration of this agreement.
2. RTA is authorized and licensed by YTBTN to act as a Referring Travel Agent for YTBTN and to use the names, marks and logos of YTBTN in its performance of this agreement, and shall receive RTA's own YTBTN travel website created and hosted by YTBTN. RTA is authorized to identify themselves as a Referring Travel Agent with YTBTN in accordance with this agreement, and to utilize the promotional materials provided to the RTA by YTBTN, but is not authorized to otherwise use the YTBTN trade or service names, marks and logos or any non-YTBTN provided promotional materials or website. RTA shall use their best efforts to market travel and shall at all times act professionally and in the best interest of the travel and tourism industry. RTA shall identify their status as a YTBTN Referring Travel Agent on all RTA related written correspondences and in all verbal communications. YTBTN will support RTA's efforts to sell travel by making available to RTA promotional materials and other support services as described in YTBTN literature.
3. RTA shall utilize only those names, marks, logos, forms, promotional materials and websites as provided to RTA by the Company.
4. YTBTN shall pay to RTA, not as salary or wages, but as RTA's share of the commissions received by YTBTN in connection with travel and travel related sales made by RTA the amounts specified in the RTA Travel Commission Compensation Schedule. RTA travel sales commissions are earned by RTA and payable to RTA only upon completion of online booked travel and, as to vendor direct bookings, the receipt by YTBTN of a Commission Claim Form from RTA prior to the travel date of the RTA referred travel order. RTA may also become eligible for special travel opportunities and prices as available to YTBTN RTAs from travel product vendors from time to time. RTA understands that benefits offered by travel and tourism vendors to travel agents are discretionary privileges offered by travel vendors and that YTBTN does not make any express or implied warranties with respect to such benefits.
5. This agreement will become binding and in effect upon YTBTN's acceptance at its home office in Edwardsville, IL. If YTBTN does not accept this application, the full price of the Program will be refunded to RTA. In the event the RTA shall fail to comply with any of the terms of this Agreement, YTBTN may immediately suspend or terminate this Agreement upon email or other written notice to the RTA. Should any part of the Agreement be deemed to be invalid, the balance of the Agreement shall remain in effect. All identification credentials issued by YTBTN to RTA remain the property of YTBTN and must be returned upon request.
6. RTA may not sell or assign their rights under this agreement without the express prior written consent of YTBTN, which consent will not be unreasonably withheld. Sale or assignment of RTA rights under this agreement may be subjected to conditions as provided by YTBTN from time to time including, but not limited to, a transfer fee. YTBTN may, in its discretion, from time to time amend these Terms and Conditions and publish RTA Policies and Procedures which, when published on the official YTBTN website or email to RTA, will become part of this agreement and binding upon both parties. This agreement shall be binding upon the heirs, successor and assigns of each of their parties hereto. In the event of the death of RTA the rights of RTA under this agreement are passed to RTA's heirs by will, or by operation of law.
7. RTA is an Independent Contractor acting without the direction or control of YTBTN and not an employee of YTBTN. RTA shall be responsible for any and all taxes, expenses, premiums, contributions and other payments arising from RTA's commission income earned under this Agreement. RTA will be treated as a non-employee regarding all laws covering employees including, but not limited to, the Federal Insurance Contributions Act, the Social Security and federal and state employment laws. RTA will not be eligible for any health, retirement or death benefits. RTA agrees to obtain any business or other permits required by law or public authority relating to the operation of RTA's travel business and will comply with all applicable laws.
8. This Agreement is governed by the laws of Illinois.
9. RTA shall abide by all federal, state, county and local laws, rules and regulations pertaining to this Agreement and the offer and sales of YTBTN travel products and services. Any delay or omission by YTBTN regarding the exercise of its rights under this Agreement shall not constitute a waiver. Any waiver of a breach of a provision of this Agreement shall not be a waiver of any other breach of that provision or of any other provision of the Agreement.
10. Secondary applicants are subject to all of the rights, obligations, terms and conditions of this Agreement; with the exception that compensation relating to this Agreement, training materials and other communications will be provided to the primary RTA only. RTA agrees to be held responsible for the compliance with this Agreement by their secondary applicant if they choose to have one.
11. Travel customers deal exclusively with YTBTN except as expressly directed and authorized in advance to RTA by YTBTN, and RTA may not:
 - a. Receive travel customer cash or check payments or charge a fee to any travel customer. (All travel customers deal directly, whenever feasible to do so, including payment, with YTBTN or with the travel providing vendor). RTA can provide customer credit card information to a travel vendor; cash or check must come through YTBTN, cash in the form of certified funds only.
 - b. Issue travel tickets or documents for any travel customer.
 - c. Process travel customer refunds.
 - d. Engage in the promotion or sale of non-YTBTN provided travel and/or travel related services. EXCEPTION: An RTA may be actively employed by a non-internet based travel agency.
 - e. Seek to utilize their YTBTN travel credentials for travel or travel related discounts or perks until RTA has first booked travel or travel related services as a YTBTN RTA.
 - f. Utilize any non-YTBTN provided advertisements, promotional materials or websites. No RTA website shall be linked to any non-YTBTN provided website.
 - g. Act in any matter, or assist other RTAs so to do, to cause pending travel and travel related product and service orders to be transferred to a travel agency other than YTBTN.
 - h. Receive or net out travel commissions from or with a travel vendor.

**RTA Terms and Conditions
(Effective April 1, 2006)**

12. Group travel involving 40 or more persons (20 cabins for a cruise) may be referred to the YTBTN Home Office Travel Support Department.
13. Cancellation. Either party may cancel this agreement at any time by written notice to the other party.
14. Refunds. The initial license fee, which includes one month of licensed use of RTA's travel booking website, and the monthly RTA license fee, are each refundable if written (or email) cancellation is received by YTBTN within 5 days of payment; each is non-refundable thereafter. All cancellations are effective when received in writing by YTBTN. Credit card chargebacks, if initiated by RTA to obtain a refund, will be honored by YTBTN as a cancellation notice only when received by YTBTN from the credit card issuing bank (usually several weeks after chargeback is sought), and will result in a \$25.00 unauthorized refund surcharge to RTA if received by YTBTN after a 5-day cancellation period has expired.
15. This agreement shall be binding upon the parties and their respective heirs, successors and assigns. The parties agree that in the event a dispute arises between them as to their respective rights, duties and obligations under this agreement, or in event of claim of breach of this agreement, such disputes shall be exclusively resolved by binding arbitration to occur at Edwardsville, Illinois. The arbitrator shall award attorney costs and fees to the prevailing party. YTBTN and RTA each waive the right to receive compensatory and/or punitive damages from one another; the arbitrator may award only contract damages. An arbitration award shall be enforceable in any court of competent jurisdiction. This provision shall not prohibit either party from obtaining preliminary and permanent injunctive relief in any court of competent jurisdiction.

MY SIGNATURE BELOW INDICATES THAT I HAVE READ, UNDERSTAND AND AGREE TO THE TERMS AND CONDITIONS ABOVE.

Signature _____ Date _____
(Primary Applicant)

Signature _____ Date _____
(Secondary Applicant, if applicable)

APPENDIX B: YOUR 90 DAY CALENDAR

To get started fast you must immediately plan your first 90 days in the business. Staying on track is vital.

1 st Month: _____						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

2nd Month: _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

3rd Month: _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

APPENDIX D: PRESENTATION SURVEY

To assist us with providing meaningful presentations and training sessions, we ask that you take a moment to complete this survey. Thank you for participating in our evaluation survey. Please share your feedback by filling in the information below:

Name: _____

Choose the best answer for each of the following:

	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
Presenter(s) Communicated Clearly					
Presenter(s) Knowledgeable of Subject					
Good Environment For Learning					

Describe what you liked most about the presentation: _____

Describe what you like least about the presentation: _____

Provide 5 names and telephone numbers of someone you know who loves to travel would love to learn how they could save and make additional income:

NAME	TELEPHONE #

Additional Comments:

APPENDIX E: CONTACT INFORMATION

Return via e-mail to partners@goteamunity.com

Contact Information	
Name	
Street Address	
City ST ZIP Code	
Home Phone	
Cell Phone	
E-Mail Address	
Web Site Name	
Birthday <i>(Month & Day only)</i>	
Name of Sponsor	
Name of Power Team Leader	

Keep current on our events, visit our [team calendar](http://www.goteamunity.com) at

<http://www.goteamunity.com>

If you would like to have an event posted to our team calendar or have any questions regarding the calendar, please contact:

partners@goteamunity.com

APPENDIX F: IMPORTANT NUMBERS

When You Need Assistance

SPONSOR: _____ Telephone #: _____

YOUR UP-LINE LEADERS

Power Team Leader: _____ Telephone # _____

Director: _____ Telephone # _____

YTB – CORPORATE OFFICE (*Travel & Marketing/Earnings Questions*)

YourTravelBiz.Com
1901 East Edwardsville Road
Wood River, IL 62095
(800) 243-4450

Other Numbers

SIZZLE CALL:

(512) 505-6870 female presenter

or

(212) 990-6138 male presenter

YTB CONFERENCE CALLS: (641) 793-7505/ PIN 601340#

TEAM UNITY CONFERENCE CALLS: (712) 432-2323 / PIN 72323#

APPENDIX G: QUICK START CHECKLIST

QUICK START CHECKLIST

(COMPLETE CHECKLIST AND RECEIVE CERTIFICATE OF COMPLETION)

1. Schedule Grand Opening
2. Complete Domain Name Process (Optional)
3. Complete RTA Application & Agreement for Identification
4. Order Business Cards
5. Sign Up w/Team Unity (www.goteamunity.com)
6. Complete List of 100 Names (give to your sponsor)
7. Define Goals
8. Complete Phone Training (Corporate)
9. Attend Super Saturday Training
10. Conduct Grand Opening / Travel Party
11. Personally Sponsor 3 RTAs
12. Attend RTA Certification Training

*(UPON COMPLETION TURN IN TO YOUR UPLINE LEADER
AND RECEIVE YOUR CERTIFICATE OF COMPLETION)*

CONGRATULATIONS!
ON COMPLETING YOUR QUICK-START CERTIFICATION!

APPENDIX H: ACKNOWLEDGEMENTS

We want to personally thank several individuals who shared their knowledge and experience, which allowed us to develop this comprehensive guide:

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Steve Branch & TV Wilson

Ron & Phyllis Bush

Rick Ricketts

Marshonda Henderson

Karen Liser