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Ed & Carlene Hutchins  
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Dear Ed & Carlene,

You have identified 35 individuals or couples—already sponsored—who are willing to consider a career run at Vollara. Here is the Giddens version of what a 'career run' really entails. I'm eager to help support your runners!

Our goal will be to take your serious runners to the rank of Ruby and beyond. This letter reads like a training manual because that's what serious runners want. Here are some instructions and timelines.

- ▶ **Action and participation right now** (circumstances vary; so let us say within 48 hours). Products ordered. Goals roughed out (at least discussed). A prospect list started (with contact info). A few approaches made. Some studying: DVD materials, websites. There's magic at play when inspiration is new. So let's get started. As our presentation says, **Take in a big gulp of air and get ready to say yes!**
- ▶ **Try to identify your first distributor within 2 days.** Most people don't get #1 on the dotted line that quickly but it is good to try. If we ask every new person to try for his first recruit within 2 days, some people will do it—maybe more than you think. **As the first 4 weeks go by, keep track of how many contacts you have spoken to and calculate your batting average.** How many people do you have to hit on to generate 1 who will watch the Million Friends presentation or Vollara's DVD-movie?
- ▶ A **progress report** to your upline leader and some **written goals** prior to **day 28** (leading into the first Autoshipment date). Let's clarify something. People's goals, skills, circumstances, fears—all are different. You don't have to match the dramatic stories you hear on the phone calls or keep up with the Joneses. The Tortoise and Hare story teaches a very real lesson.

**The guy who works this plan faithfully for 2+ years will end up way ahead—I'm not kidding; way, way ahead—of most people.** You're reading the words of a guy who is a cross between the hare and the tortoise. I believe in starting fast, working hard, and staying the course. **When I know my plan is good I stay with it!**

Our goal is to get you off to a healthy start, keep you on a reasonable path toward your goals, help you through any problems that come up, and be there to help you celebrate when your day finally comes.

Are you getting a feel for our approach? We haven't made a big up-front income claims because up-front money is not the promise we make to our career builders. It's okay if

Ed, I believe in asking people for a bold commitment. As a believer in hard work myself, I have no problem asking others to work hard. I believe in telling people the whole truth as best I can. This rare opportunity allows a leadership-minded person to build a quarter of a million dollar income within a couple of years. It's spectacular. But if I don't cover all these details there's a good chance that even a hard worker won't make it. Let's face it; it ain't easy. But I don't think an honest and realistic person expects it to be easy. So here we go!

you work to make up-front money but don't teach the business that way. Some of your best networkers will hate selling. Don't try to force people to do something they hate.

Those who want can work at retailing in addition to taking career steps. My sales goal as a new guy in 1995 was to offer 1 in-home air purification demo per day. In 6 months I made 150 offers; 50 people took demo units (my average: 2 demos per week) and 17 units were sold. Not bad for a guy who hates selling.

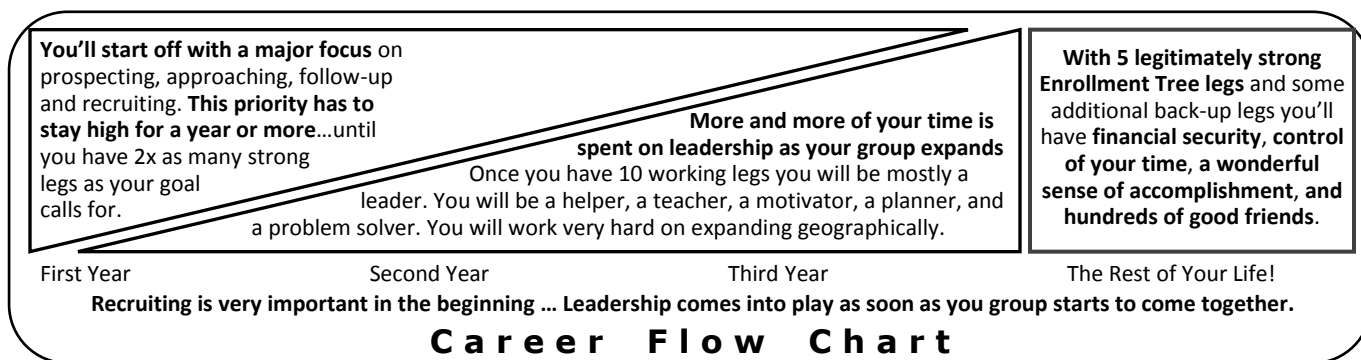
Except for the example I was setting, selling had no bearing on my career work. I was making never fewer than 5 new recruiting contacts per day. I was following up. Follow-up becomes a big thing when you are working hard. On average, I signed 1 distributor per week. Half bought the Fast Start Pack; half did not.

- ▶ Within **2 months** you should have several (let us say at least 3) personally recruited distributors and at least 1 leader who has is career motivated. We are not trying to hold you back with these low requirements—we're just being patient (in case you're a bona fide tortoise). I had 10 leaders (counting all levels) at the end of 2 months. Ed Hutchins did, too. His start-up year was 1996 (strong economy that year).

To make this work, you have to be saying, ***"John, I can lead you to Ruby. A Ruby makes \$93- to \$390,000 and I can definitely get you there. We have a system. The timing is right. The products are right. Everything is in place. What do you think?"*** This is important. A perpetual success pattern has to be created. Ed has to have that conviction. You do. And your people do. If this part of the plan breaks down, the whole plan fails. We're on page 2 and you've just read the biggest secret.

- ▶ Within **4 months** you should have a dozen personally recruited distributors and 2 or 3 working leaders. Your group should be growing in depth. You should be hammering these lessons into your people. I had identified 40+ leader candidates by the end of month 4. This letter allows a more gradual pace. Faster is okay, too!

***Do not stop recruiting after 4 months. Even if you are very busy, you still have to be finding new prospects, breaking the ice, doing presentations, following up, and recruiting. Little by little your focus will evolve...***



- ▶ Within **6 months** you should have 18 personal recruits and 30 people in your group. **At least 2 of your legs should be showing some solid development.** If these things haven't happened, examine your compliance with this plan. We can take you to the Promised Land only if you do the work and follow all parts of the system.

- ▶ Also within **6 months** you should be comfortable as a leader. You will be tracking each of your legs to see how close they are to this profile. You will know the people who are further down in your network. Stay in the loop for these people. You won't be doing other people's work, but there are many things that can be done: setting a good example; information support; being a friend; helping with meetings; giving encouragement; solving problems.

We lose people. Attrition is okay. But if your loss rate is excessive, go back and examine your methods and motives. Our Million Friends system is designed to build solidarity. Our pledge is: **"We can help you reach Ruby if you work hard and follow the system."** We never say it will be easy. Nor do we promise a lot of money right away. A pushy closer (some hare types) will lose a higher percentage of people than a system follower who feels like he is moving too slowly (but in reality he/she is doing just fine).

- ▶ Within **8 months** we'd like you to have **5 Enrollment Tree leg leaders**. If this goal is met, your newest/weakest legs will have 4 months to grow before your Year 1 ends (our goal: you are a Ruby by the end of Month 12). You must learn what a strong leg is all about. The right mindset? Go to bed each night thinking about your legs and to wake up each morning thinking about your legs. *Do I really have the right people? What can I do today to help them? Where will I find my next 2 leaders?* A strong leg begins with [1] a committed leader. Then we look for [2] compliance with the system, [3] a growing number of active distributors, [4] several committed sub-leaders, [5] ongoing activity, and [6] geographical expansion.

The information presented thus far has been based on a timeline: 2 months, 4 months, 6 months, etc. Here is an easier summation...

1. Start with a Fast Start Pack.
2. Become a committed user and advocate of Vollara products.
3. Contact new prospects every week  
(10 new candidates per week is the gold standard).
4. ***Promise people you can take them to Ruby—and mean it.***
5. Learn the skills of follow-up and sorting  
(pursue the right people not the wrong people).
6. Use a proven system and good materials (company DVD-movie/Million Friends/Chippy)
7. Host introductory meetings and participate in conference calls.
8. Always stress the goal of 5 strong legs and the Ruby rank.
9. Expand all of your legs geographically.
10. Stick by your guns for 2 years after you reach Ruby (solidify and build depth)



Ed & Carlene, we've been friends for 15 years. I'm counting on you to pass along my message. Neither you nor anyone else is obliged to follow or believe every word I speak. But I want you to know the fundamentals I believe in. I will help and support all of you. Vollara in 2010/11/12 is and will continue to be one of those rare, chance-of-a-lifetime deals. It won't be easy or perfect. No program that offers a third of a million dollars of lifetime income to its leaders will be easy. We know that. We accept that.

Here are the positives our people should be thinking about. Some points will be more important to some of us and less important to others; but they're all real!

1. Joe Urso, **our principal owner**, is determined to build Vollara into something big and lasting. He has the background, resources, and personality to make this happen. Don't bet against him! I list this first because most network marketing companies do not have staying power. They can sound tempting today but they will be gone or flat in 2 years. A lifetime income—which is our goal—is only possible with a company that will grow and survive for many decades.
2. We have a **great product line**—for uniqueness, retailing potential, consumability, and contemporary correctness. It is widely believed that we have the best product line ever in this industry. Mr. Urso added something extra: "As new technologies and science come along we will do whatever it takes to upgrade and make sure we always have 'best in class' products in every line we carry."
3. We have a **career-friendly compensation plan**. I don't emphasize the up-front income options but of course they are there. We have Fast Start bonuses, Fast Start Pack bonuses, and some powerful retailing options. Rather, the career opportunity is where I focus. There is no free ride but there is real potential. **Build 5 strong/deep legs and you will make a massive, ongoing, Ruby-level income.** With 7 strong and deep legs you can own the rights to a \$780,000 fortune. That's not the end. Our plan has 9 higher levels for leaders who want more. Your group will not outgrow your pay levels because our Team Bonuses pay to infinity.
4. We are **small right now**—but with huge potential. We can grow 20 times or even 40 times bigger. This is exactly what a new person wants: room for growth—for you, for your people, and for your people's people. The last thing I'd want would be to join at the bottom of a billion dollar MLM company. **With Vollara we have the chance to be at any level we choose** (and will work for) **by the time our company grows to a billion dollars per year.**
5. Thanks to the recession, **the US economy** is at the lowest point it will ever be for the rest of our lives. That's the silver lining from this crushing recession. People have been hurt. Life savings were lost. Businesses failed. Homes lost. We can't change the past but we can take advantage of the future. **We have nowhere to go but up.**
6. We are under the influence of **baby boom #2**. It began in 1980...so the oldest kids are turning 30 in 2010. From 1980 to 2005 we had 100 million births. Every year we have about 4 million more buyers/workers/taxpayers. This is 25% bigger than the post- World War II boom. Bill Gates started Microsoft 30 years after boom #1 began. Guess what? 2010 is 30 years after the second boom began. I think some wonderful things are brewing out there in our quiet economy. The recession will end...and it will be followed by a boom. The new boom may run for 25 years. Young people are more creative than old people. We are lucky, indeed, to be having this second boom.
7. More and more people wish they could work from home. I suppose there are millions of Americans who would like what we have. It's our job to find them and tell the Vollara story. As the economy picks up there will be plenty of jobs for people who want to work. But is that what people really want? A so-so job? **Our career offer not only pays more but it is done from home.**

An analysis of these reasons should lead to this conclusion: Vollara is not only a good opportunity; it is also one-of-a-kind. That's why we encourage you to get fully on board and never look back. Brand-X networkers will try to recruit you. They will show you their best sizzle. But they don't have what we have. No one does.

Vollara is and will continue to be one of those rare, chance-of-a-lifetime deals. It won't be easy or perfect. No program that offers a third of a million dollars of lifetime income to its leaders is going to be easy. We know that. We accept that.

Congratulations, Ed & Carlene on finding 35 leader candidates. No doubt more will step forward. I urge all of you to order a Million Friends mini website and to listen to at least 2 of our weekly calls. I apologize for this letter's complexity but it has to be complex to be complete. Read it several times. Then spread its message far and wide. Use this letter, the Million Friends website, Chippynews.com, your Vollara resources, our calls and meetings, and your own creativity.

I hope you will walk to your mailbox a few years from now—let's say it is a nice spring afternoon in 2014. You'll find your Hawaii travel documents and maybe a large envelope of plans from your architect. You're not sure which envelope you will open first! Your health is good, your yard is ablaze with spring flowers, and you are thinking how lucky you have been in the past few years. The work has been hard but the results are more than worth it. You checked your bank account yesterday. This week's check came in at just over \$9,000 and you can hardly believe it. As you count your blessings, you think of the fine people in your group. Some of them are doing well. Others are still climbing the success ladder with you as their role model. You have warm feelings toward these people and a great sense of pride in what you have accomplished.

Sincerely,

**Bob Giddens**

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