

The Million Friends Presentation



Welcome to a story that has life-impacting possibilities. We will run through the whole program in less than 30 minutes. Our company is in a “pre-momentum” phase. This has huge implications, which you will see. [reading time: 18 min.]

An audio track is also provided. The controls are on the left side just above each page. Be sure to write down this web address so you can come back and review any details you miss on this first pass. This website is free. You can immediately use it with your own prospects.

We will cover **Timing**, our **Company**, the **Income Possibilities**, our **Products** and **Business-building Methods**...and our emphasis will be on accuracy rather than hype. Our presentation focuses on the **Ruby** pay level. **Ruby** is Level 9 in a plan that has 20 steps. So it's not too low or too high. The minimum income a fully qualified **Ruby** can earn is \$1,800 per week—over \$7,000 per month. **That's a pretty nice minimum, wouldn't you say?** With more people, a **Ruby's** income can expand to \$7,500 per week or \$390,000 per year. Some people want more or less; but an initial focus on **Ruby** will help anyone get off to a positive start. **It is important to understand where you are going.**

The product grouping you see is our **Fast Start Pack**. It comes with the 5 most important products in our line and is offered to new distributors at a discounted price. This offer will be covered later. For now, we move ahead with this question:

“HOW EXCITED WOULD YOU BE IF YOU SET OUT TO EARN BETWEEN \$93,000 AND \$390,000 PER YEAR AND KNEW YOUR ODDS OF SUCCESS WERE VERY HIGH?”

On page 2 we see a graph of the birthrates in the U.S. beginning before World War II and sweeping up into the **Baby Boom**. For America, this was a time of success and prosperity, and our success influenced the whole world. 78 million new Americans were born. Pampers diapers took America by storm. McDonalds and the whole fast food industry came into being. Rock 'n Roll music got its start. Bill Gates was born at the peak of that graph in the middle fifties. 21 years later he dropped out of Harvard and started Microsoft.



WOULDN'T IT BE NICE TO HAVE A 21ST CENTURY ECONOMIC RERUN OF THOSE SAME DYNAMICS?

Well, that's exactly what we have. We fell into a deep recession in 2008. But look at what the demographics are telling us. The seeds of a **2nd Boom** are in place. We have 60 million young people between 15 and 30—just coming into their own as producers for the economy. And we have 40 million younger kids between 5 and 15. That's 100 million new citizens who will buy bicycles, computers, iPhones, restaurant food, cars, homes, vacations, second cars, second homes, investments and every other kind of product—including what we offer at **Vollara**. This **New Breed of Boomers** are especially attracted to health-friendly, environment-friendly and unique products...and to **working from home**. You can hear pundits on TV talking about what a mess our economy is in. That's mostly political. **The truth is, America is poised to have a wonderful run of growth that will last for 20 years. As a country, we absolutely can't lose. Individuals face a different set of rules. We can lose, we can be average, or we can win. It's a matter of what we know and what choices we make.** [For goodness sake, don't stop reading now!]

Here's another demographic fact. No other large country has a bubble of young people like this. Not China, not India, not Western Europe, not Brazil, not Japan. We have a lot of debt, but our 20-year future looks fantastic. Young people are creative and inventive. Albert Einstein did all of his great work—his world-changing achievements—in a 5-year period before age 30. Don't forget that young people are great taxpayers, too! When the **First Baby Boom** was young (in the seventies), most of us were hardly aware of its significance. We missed out on buying a McDonalds franchise. We didn't see the Dot Com explosion coming, nor were we rich enough to really take advantage of it. **What if this time we had a 10-year head start on seeing the pattern?** We're inviting you to make some serious money with our company and to have your position solidified within 2 or 3 years. You'll still have a decade and a half to really ride the boom. The stock market has nowhere to go but up. Where else are 100 million new workers going to invest their savings?

Our goal is to show this "timing story" to a million people within 2 years. Our audience will be alerted to the **Boom** and 250 million other Americans won't be. You will have a competitive advantage. This **Boom** is not a secret. You can read about it on the Web. But most people are too busy trying to get out of debt to really see the opportunity that lies in front of them.

**"WE URGE YOU TO GET EXCITED ABOUT THIS NEW BOOM
...AND TO DO SOMETHING ABOUT IT!"**

Now let's look at chart 3. Our company owner WANTS to be a frontrunner in the 2 hot decades we are entering. This page recaps the qualifications of our owner, **Mr. Joe Urso**, and covers **Vollara's** focus as a corporation. We urge you to come back to this page and check out every word. This is solid information.



We aren't perfect yet—and you wouldn't want us to be. **The best time to know about an opportunity is when it is just breaking into a period of growth.** That's where we are right now. We haven't hit our full stride yet...and that's why today is so special. We will really be booming by the spring of 2011. But the smart time to move into high gear is now. The smart strategy is to put as many people into the business as we can in 2010. You should want your people ...and their people...and their people's people to have the same "head start advantage" as you have. **When the "momentum years" come along you'll want to have as many people as you can on the starting line.**

There are a number of headlines on this page: **Ownership, Ambition**, etc. Look at the fine print behind the words **Network Marketing**. **Mr. Urso** refers to his 25-year history of buying distressed companies, and I quote: **"Through all these years of developing and rebuilding companies—always making a profit I might add—I have always wanted to buy a network marketing company and build the kind of program every self employed entrepreneur wants to be a part of. For my partners and me, this is the final opportunity we have been preparing for. Everything isn't the way we want it yet, but work with us and trust us. You can't miss."**

For someone who is looking for one final career and an opportunity to make more money than you've ever made in your life, aren't those the exact words you want to hear? Come back to this page and read all the quotes that are posted behind these various headings. It will give you the confidence you need to trust this company...

**"IT WILL GET BETTER AND BETTER AND BIGGER AND BIGGER.
DON'T YOU WANT TO BE A PART OF THIS?"**

SEE THE FULL SIZED CHARTS AT WWW.CHIPPYNEWS.COM/Z.HTM

[Access the text that is too small to read here!]



The next 2 pages are about our products. **Vollara products are things we use every day... to make our lives healthier, safer and more environmentally friendly.** The products grouped in the middle are the 5 products that are most important to our company and to **Uncompromising Health**. There's the **FreshAir** system. If you have ever lived and slept in an air purified home or hotel room you would never want to be without this technology again. I know what I am talking about because I have this product in my home.

Then comes water ionization; an incredibly important new health development. **LivingWater** makes high ORP alkaline water...and very delicious. Americans are notorious for drinking soft drinks and almost anything but good water. **Bottled water is highly acidic, which almost no one is aware of.** We think nothing of spending a buck or two to buy a pint of water that will always be acidic.

With an ionizer you can make your own bottled water for pennies and start reducing the acid wastes that are in almost every part of your body. With alkaline water you'll see an immediate and welcome change in your bowel habits and you will once again enjoy drinking water. We have a unique, patented technology at a wonderful price. Our new process was developed by the engineer who also patented the world's first ionization process several decades ago. So this is not a Johnny-come-lately deal. This new technology not only makes **LivingWater** a better product, it also allows us to beat the competition on price.

We have a complete line of enzyme-based nutritionals. The 3 in this **"Essentials Group"** are a delicious, muscadine grape, antioxidant product called **Re:Plenish**. Americans are known for NOT drinking enough water; we are also known for NOT eating enough vegetables. A 2-ounce drink of this product is like eating 5 servings of raw fruits and veggies. It's easy, it's delicious, and it's fantastic for all-around health. **Re:Sist** comes to us from the Karolinska people in Sweden, the institute that nominates the Nobel Prize winner in medicine each year. It's an algae-based immune system stimulant that is 1,000 times as effective as Echinacea. **Re:Fuel** is our multi-multi-multi-multi all-around natural dietary supplement. All those "multis" stand for multi-vitamins, minerals, enzymes, probiotics and antioxidants. On the label you'll see a long list of natural food sources, such as Acerola fruit extract, kelp, broccoli, brussel sprouts, spinach powder, beet root and so forth...including extensive listings of digestive enzymes and healthy flora.

Part of operating a **Vollara** distributorship is being an enthusiastic user of your own products. This is an easy assignment because these products really are excellent. **Mr. Urso** has established this standard for the company:

**"ANY PRODUCT WE CARRY IN OUR PRODUCT LINE WILL BE 'BEST IN CLASS.'
IF NEW TECHNOLOGIES COME ALONG OR NEW SCIENCE COMES AVAILABLE,
WE WILL INCORPORATE THOSE NEW INNOVATIONS TO REMAIN IN THE FOREFRONT."**

Look at the tag lines at the bottom. You see a couple of other air purifiers among the photos, you see our unique **LaundryPure** product for washing clothes without detergent, **SteadyPower** for home protection against surges and harmonics, and these marketing themes:

**PRODUCTS FOR
UNCOMPROMISING HEALTH
...IN AN UNCOMPROMISED ENVIRONMENT**

Why do we have confidence in our products? Our thousands of testimonials cover 20-plus years of air purification experience, 15 years of nutrition experience and 1 super-impressive year with water ionization. **Joe Urso** and his engineers kept their 'Best in Class' pledge with our water division. A brand-X company was coming after our people...telling them that the **Vollara** ionizer was less powerful than theirs. Within 6 months **Vollara** emerged with **Direct Disk Ionization** and secured a world exclusive on this unique process.

We are strong in the hard science category, too. The graphs on this page are based on cleaning smooth surfaces such as door knobs, counter tops and toilet flush handles with our air purification technologies. The list in the center shows some of the bacteria, viruses, molds and yeasts we have tested. The results are stunning. The kill rate is almost always over 98%. This is all part of our goal to deliver Uncompromising Health. No one wants to be partially healthy. **We believe in healthy air, healthy surfaces, healthy water and healthy nutrition.**

The ultimate proof of value comes when you touch, see, feel and taste a product for yourself. We have impressive demonstrations. We give samples and trials. The final test, however, will be when you use these products in your own home for a matter of days, weeks and months.

**WE WANT TO HELP YOU TO BENEFIT FROM OUR PRODUCTS FOR THE REST OF YOUR LIFE...
AND SHOW YOU A WAY TO MAKE MONEY AT THE SAME TIME.
DOES THAT SOUND LIKE A FAIR PROPOSITION?**

(read through

The Vollara pay plan is laid an easy-to-use plan that will some terms: There's **PV** and another called **Qualified**, an **Tree**, a **Leg** and a **Strong Leg**.

Let's take a short tour around **butor**. If you never recruit anyone, hold...but there are some nice advantages: You can immediately buy any product at the same price as the top-ranked person in the company. If you make a retail sale, you earn a nice profit. Sell a **FreshAir** at retail and earn \$325. Sell a **LivingWater** and there's a \$700 profit.



the graphic)

out like a Monopoly board. It's seem clear once you learn **GV**...a status called **Active**, **Enrollment Tree**, a **Placement**

the board. Level 1 is called **Distri**-that's the only rank you will ever

Ranks 2 through 20 depend building **legs**. A **leg** begins each time you recruit someone. It includes all the people that eventually join below that person. A **leg** could consist of just the person you recruited or it could become a network of 5 or 25 or even thousands of people. With no depth limit, a **leg** can go to infinity—so time is on your side.

**TO MOVE AHEAD, RECRUIT AS MANY PEOPLE AS YOU CAN...
BUT GOOD, COMMITTED WORKERS ARE 100 TIMES MORE VALUABLE THAN JUST ANYONE.
YOU WANT QUALITY AS WELL AS QUANTITY.**

You can move through the yellow ranks pretty quickly. On that side of the board you make hundreds of dollars—not thousands. Every time you recruit someone who starts with a cash **Fast Start Pack** you make \$200. Team Bonus money is earned, too.

**BRING IN 1 FAST TRACK BUYER PER WEEK
TO MAKE \$1,000 IN YOUR FIRST MONTH.**

Timing is such an important factor in the flow of our lives. Most of us go through our days without finding the right opportunity at exactly the right time even once, whether it's an investment, a relationship or a career opening. This time say yes!

Here's a truth you should bear in mind. Paychecks lag 3 weeks behind the work you do. So the way to get a in-the-pocket money in your first month is to make retail sales. Many of our people have done that; but that's not networking, that's selling.

The important ranks run across the top of the **Comp Plan** chart. They are highlighted in red and green; and the concept involved here is very simple. With **1 strong leg** you will reach the first Executive level (that's the first rank trimmed in red). With **2 strong legs** you reach the second red level. With **3**, the third red level. It works like that all the way across. **Four strong legs** gets you to **Emerald** (the first rank trimmed in green). **Five** gets you to **Ruby**.

Look at the top row again, left to right: **1 leg, 2 legs, 3, 4 and 5**. That's the path to **Ruby: 5 true workers and the legs under them.** **You might recruit 40 or 50 people before you have 5 Strong Legs...but it will be worth it.** Your minimum **Ruby** check will be \$1,800 per week. The top potential is \$7,500. Most people have never even dreamed of earning that much, but that door is now open if you want to come through it. Even if we have a lot of inflation, \$390,000 will still be a wonderful income.

That's why we point new people toward **Ruby**. It is low enough to be reached within a year...but it's really a significant level.

NOW LET'S SCROLL DOWN: THE RIGHT CHOICE FOR YOU...

Option 1 is that level we have been talking about: **Ruby**. You will probably have to recruit 40 or 50 people—maybe more—to end up with **5 Strong and Solid Legs**. There's a box there with a ruby-colored background. It says,

"A RUBY FOUNDATION CAN BE BUILT WITHIN 1 YEAR.

YOU'LL THEN INVEST A COUPLE MORE YEARS TO SOLIDIFY A RESPECTED AND LASTING CAREER."

Let's talk for a moment about this **Million Friends System**. You can use this presentation in multiple ways. You can take people to the www.chippynews.com website and walk them through it. You can print out the charts and mount them in a presentation book. You can use our live conference calls. It boils down to numbers, numbers, numbers.

Some **Vollara** distributors use other systems. **Million Friends** works with any system. It can represent 10% of your effort or 50% or 99%. We make **Vollara** sound good without using hype, pressure or exaggeration. That's possible because **Vollara** is a genuinely good company. But building a \$90,000 to \$390,00 per year income is not a free ride. Never has been; never will be.

Option 2 is a much simpler approach. We're not telling you to get **5 Strong Legs**; we're telling you to get 2. This is for the guy who says he doesn't have time to be listening to conference calls or attending meetings. Fair enough. Find **2 Strong Legs**—illustrated here as a **red leg** and a **green leg**—and you can make up to \$2,000 per week. Let me explain what this could mean: Let's say you recruited the top guy in the **red leg** and the top guy in the **green leg**. They are both **Active**—which means they are buying products on a regular basis—and they both keep building their **legs**. Here is an absolute fact. As the sponsor of 2 working leaders, you would not have to recruit anyone or make any sales to collect the bonus money generated from this group up to \$2,000 per week. You just have to stay **Active** with 100 PV every 4 weeks. To earn more than \$2,000 you must develop some new **Strong Legs**.

[Smart Networking is all about finding Leg Leaders!]

The third column on this page represents all the big money ranks...from **Diamond** to Boardwalk. Massive incomes are possible.

**WOULD YOU DO THIS
IF YOU KNEW YOU COULD NOT FAIL?**

Once again, our focus is on **Ruby**, represented by the red level on the graph. Your Progress is shown in blue. You start small and work your way up. In the third phase you decide to increase your goal—represented by a red arrow. Then the green color becomes your new goal. Your Ultimate Potential.

With this page we are re-asserting that all the main factors are in place. The **Timing** will remain positive for at least a decade because of those 100 million young people! Our **Ownership** is strong. Our **Products** are right. No network marketing company has ever had a product line with as much potential. We stand for **Uncompromising Health** in an **Uncompromised Environment**. Our **Compensation Plan** can be adapted to any goal—high or low. And we have this **Million Friends** career support system to help you get to where you want to go. That leads us to the issue of prospects.

THANKS TO THE NEW BABY BOOM WE HAVE A MASSIVE POOL OF CONSUMERS WHOSE BUYING POWER WILL BE GROWING FOR 25 MORE YEARS. AND MANY OF THESE 100 MILLION PEOPLE WILL BE SEEKING A GOOD OPPORTUNITY. IT TAKES WORK TO SORT THROUGH THESE PEOPLE, BUT HOW CAN WE MISS IN SUCH A STRONG MARKET? ALL WE HAVE TO DO IS TELL THE STORY WELL AND OFTEN. THIS PRESENTATION HELPS YOU DO THAT.

OUR NEXT CHART SAYS, “THE FUTURE STARTS HERE”

Here we begin with 3 reasons for joining **Vollara**. The first is to **Catch the new Baby Boom and ride it to success**. Next: **Wholesale prices are better than retail**. Hard to argue with that one. And for someone who honestly doesn't have time: **You can take a position in the network just to keep your options open. Why pass it up?** [Fast Start Pack contents and offers are subject to change!]

Our **Fast Start Pack** is the building block of our system. The **LivingWater** ionizer alone would be \$1,300. For \$300 more you get the **FreshAir** and those important nutrition products. Tax/shipping are added based on your state or province. Look right down the center of the page at those wholesale numbers. For \$1,600 you get \$1,912 worth of products. That's 20% below wholesale, but it's really over 30% in total value. Your \$25 distributorship is free. A literature package is included. And 4 weeks later you get the nutrition products again: 2 bottles of **Re:Plenish**, 1 **Re:Sist** and 1 **Re:Fuel** as your first **Autoshipment**. That's another \$129 value for new distributors.....

.....The **free Autoshipment** comes with **100 PV** which renews your **Active** status for 4 more weeks.

In addition, you've set an enrollment example your recruits will follow. They'll ask, "How did you get started?" You'll say,

“I GOT THE FAST START PACK WITH ALL THE EXTRAS AND SET AN IMMEDIATE GOAL TO RECRUIT 4 PEOPLE IN MY FIRST MONTH.”

The “extras” we talked about are just for **new distributors**. Existing distributors can buy this package again and again and save 20% each time. But the **FREE Autoshipment** is only for new people who order a **Fast Start Pack** in their enrollment week. There is another rule, and it's an important one. If you order this **Pack** with a credit card in your enrollment week—that means before Sunday midnight—you get a 12-week promotion to the **Gold** bonus level.

Just for fun, I'm going to end this page with a test question. For the conference call listeners, just do your best to answer this questions in your own mind. I will pause for a couple of seconds to give you time to answer.

Question: Can you describe the functions of the 5 products that are the cornerstone of our marketing program?

Answer: (PAUSE) **FreshAir** is for clean air and sanitized surfaces. **LivingWater** makes ionized, alkaline water. **Re:Plenish** is a delicious antioxidant and nutrient support beverage. **Re:Sist** is for boosting your immune system. **Re:Fuel** is the spectacular multi-vitamin, multi-mineral, multi-enzyme and multi-probiotic product.

OUR FINAL CHART: "WELCOME TO VOLLARA"

All the solid reasons have been covered. **Right Timing**. The **Commitment of our Owners**. **Ideal Products for Network Marketing**. **No limit on Income Potential**. **A System that almost assures success**. **A fantastic Fast Track Pack**.

We want to itemize 4 additional points:

1. Use any business building system you like. If you don't have a system, use ours. The website is free; the presentation is solid and it will work.
2. There is a learning curve, and some excellent training is provided right here on this website. You can work at your own pace and re-listen to the training as many times as you like. You can start recruiting people even before you have taken the training.
3. Use the products. You'll find some excellent product information on the Blueprint Training webpage.
4. Focus on qualifying for **Ruby** as fast as you can. It's the best goal for a new person. Later, you can raise or lower your goal as desired. To qualify as a **Ruby** you'll need **5 Strong Legs**, and we encourage you to double that number and try for 10. Then you'll have some **back-up legs** if something goes wrong. If no one disappoints you, you'll end up at a higher rank. We don't think you will mind.



HERE ARE OUR CLOSING TIPS:

1. **THERE IS NO WAY TO FAIL IF YOU REFUSE TO QUIT.**
2. **AND DON'T LET ANYONE OR ANYTHING STEAL YOUR DREAM.**
3. **WE ASK YOU. ARE YOU READY TO SAY YES?**

Comments:

Go to www.chippynews.com for a schedule of our live calls. The web presentation is on www.chippynews.com.Z.htm and a short intro site can be visited at www.chippynews.com/Natural.com.

Recordings and more training will be posted. I will add a page called **Million Friends Index** where updates and other links will be announced.

Use this script as a stand-alone recruiting piece. Just send people the link and ask them to read it. Use it as a training guide. Use it as a presentation if you want to use the **Million Friends System** by phone or at a meeting. Use it to recover inactive people. It is versatile and powerful. It contains no excess baggage.

Now the ball is in your court. Numbers, numbers, numbers...and quality, quality, quality. From your point of view it would be: [1] Get a Fast Start Pack, [2] Work with true commitment and [3] Work smart.

Good luck from Bob Giddens.

Prospects: Contact the person who sent you this information!