

The Spiral Notebook Plan

Career Building Instructions, updated for 2012

Invitation to consider
Vollara: page 8


At age 28, Bob Giddens joined network marketing. Vollara would not have its earliest roots for 16 years (Alpine Air Products was founded in 1986), but at that time—42 years ago—Bob set out on the course that brought him to Alpine in 1995, to Vollara in 2010, and to your reading list today.


Prospects are everywhere and they are free.


The Spiral Notebook Plan, with the subtitle cited above, was written by Bob in the seventies and has evolved regularly.

It tells you where and how to find prospects...

 **Plenty of prospects and**

 **Better prospects, too. It teaches you to focus on your strongest prospects** (to sort them based on talent and potential)

 **It enhances your ability to recall old acquaintances**

 **It teaches you to focus on your most significant Legs** (it helps us think strategically, as leaders must)

 **And it serves as a training and recruiting aid**

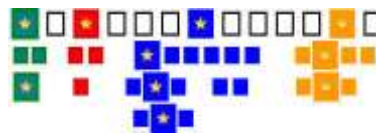
If you do Spiral Notebooking right, your distributors will be impressed in every way. They'll be eager to hear about how you use it. They will follow.

Since details pertaining to all of your key people (distributors, leaders, prospects) are easily at hand, your Spiral Notebook is also an efficiency device. Some of us think an up-to-date Spiral Notebook is better and faster than a computer.

Now get this...

Earning Through Leadership

YOU



This network, with 40 active distributors, would earn its leader approximately \$2,500 per month. You can earn 10x more, 10x less, or zero. Leaders are paid on productivity and we grow based on numbers of PEOPLE and numbers of LEADERS.

This model shows how a healthy network is built. You have 13 active people; 9 are using products and maybe doing some selling (selling is optional); 4 have started building networks. Sub-leaders have emerged two, three, and four levels deep. Much more growth is possible.

Spiral Notebooking is easy to do. It is also easy NOT to do.

Indeed...

Many good things are easy to do and easy not to do.

Choices shape our lives; yet many choices are between easy and easy. How odd!

Spiral Notebooking Mastery

It is tempting to fudge on some of the instructions. If you ignore too many details you may slip off the proven track. Then you will compound your error by teaching it wrong.

Prospects are everywhere and they are free.

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Repeat that to yourself as you go about your day. You'll see schoolmates, neighbors, relatives, coworkers, friends, casual acquaintances, and members of your religious, professional and social circles... and your brain will remind you: That's a prospect! I should enter him in my Spiral Notebook. All are *potential* prospects. You will see why later on.

The average American knows 200 other families. This includes the friendly postal clerk, the super-market check-out lady, and the nice nurse Nora whose last name you've never known.

Indeed, we know more people than we think!

If you speak a second language (as does Anita Domingo, as does my wife, as do 30% of Americans), all members of your language group are potential prospects.

These categories also apply to referrals: referred relatives, co-workers, friends, acquaintances, etc. I know a guy who went to small towns and visited the fire chief or mayor. **"I'm here to find a rep for my company. I'm sure you know everyone. Can you point me toward the right person?"** He got good referrals almost every time. He moved rapidly up his company's ranks (long before Vollara).

Downline referrals can also be added to your Notebook.

This is an unlimited resource once you tap into it. Downline referrals can be local or distant. Our Million Friends coaching will repeatedly remind you that geographical diversity is very important.

Potential prospects include leads from ads, purchased leads, drop box leads, trade show leads, candidates from professional lists, names from the phone book, casual contacts, vertical markets, and even cold called residential and business targets.

Join the 2012 Giddens Leader List. Send your full name, email, city/state and upline. Solarbair1@aol.com

2 Since we have products for better health, everyone and anyone is a prospect! But they are not all equal. Don't chase everyone. **Work on improving your ability to identify and focus on the really good prospects.**

If there's a shortage of anything, it's our own resolve to contact people. It's our fear of rejection and failure. It's our reluctance to step out of our comfort zone.

Solve These Woes NOW!

It would be nice if you had 100 decent prospects at your fingertips at all times, right? Work this plan diligently for 60 days and this will become a reality.

The Spiral Notebook Plan engenders prospecting habits that cannot fail.

Habits for Duplication

Spiral Notebook users are great prospecting role models. People who carry day planners and iPhones are impressive as well; but their skills don't transfer.

Spiral Notebooking feeds the skills of goal setting, working wide, working deep, sorting, leg charting, leadership by example and Chinese Water Torture. All for the price of a small notebook. You'll also need highlighter pens and transparent tape.

Setting Up Your Notebook

When your book lies open there is a page to the left of the spiral and a page to the right. Number down the right page, leaving 6 lines for each entry. In a 6 by 9 notebook, this allows 5 entries per page (all left-side pages are left blank; for note taking).

Number from 1 to 200 to set up your book. You'll use 40 right-side pages. Save the left-side pages for notes.

Empty your brain into the book.

Action 1: Fill in names, addresses, phones, emails, and notes about everyone you know in the world.

The Human Memory

The finest details of the memory process are not fully understood even by top scientists. We know that both chemical and electrical factors are involved. Memories tend to be intertwined in interesting and odd ways.

A disciplined Spiral Notebooker lists **everyone** because a really fine prospect may be hidden behind (somehow intertwined with) an otherwise worthless prospect. We all experience cases where one memory jogs another. A bad restaurant kitchen smell may trigger a clear flash-back memory from your school cafeteria days. Gray bearded men may make you think of singer Kenny Rogers.

The recall of a fine prospect may be triggered as you write the (unrelated) address of a dentist in your notebook. Maybe your dentist's voice reminds you of the other person. Maybe it's a smell or a color in his office.

Users who diligently fill in the details under each name tend to build better Spiral Notebooks than *shortcut folks* who think they only have to write John, Chris, Penny and so forth. The details (addresses/phones/emails) are useful when a hot reason to contact someone comes up.

The Details are magical

The time you spend entering an address is simultaneously programming the habit center in your brain.

You'll hear of a meeting in Little Rock. You will recall entering Memphis as part of John's file.

Your mind connects the dots: *Isn't Little Rock near Memphis? Would John be interested in making that trip? I think I'll get John and his friend Bill on a 3-way call so I can talk to them about the Little Rock event.*

Folks with Spiral Notebooks are better at promoting big events. Their notebook is an invitation list. Having the brain already programmed is an enormous advantage.

The Spiral Notebook Plan is a great training topic for meetings. This is especially true if you can show your own ACTIVE book.

Start Immediately (Tip 1)

List 70 prospects within 24 hours ...or by the end of your first weekend. If something is worth doing, it's worth doing now. And it's worth doing well. I won't say it's worth doing big. The size of your goal is up to you. **Spiral Notebooking helps if your goal is modest, medium or gigantic.**

Some basic goal ideas:

- ▶ number of new names to be added to your list per week
- ▶ number of product placements
- ▶ number of recruiting calls
- ▶ number of follow up mailings and calls you will do for each candidate
- ▶ number of people you'll invite to conference calls,
- ▶ number of leaders you will condense out of your group
- ▶ number of recruits, etc.

Pick Your Winners (Tip 2)

Once you have 20+ names, use a highlighter to rate your listings. By placing a ★ by the good ones, you designate them as special.

★ 1-Star is for people you intend to contact. This is a PROSPECT sub-list. Before now you had a MASTER list. Zero-star people will lie dormant. You may never touch them. Sometimes you'll make them active later on.

★★ 2-Stars designate especially fine prospects. Call these first. Closest friends. Hottest referrals.

★★★ 3-Stars are those who are very close to saying yes. They listened to a conference call, tried an air unit or a gallon of water, attended a meeting, reviewed a web page...and said they were interested. These become MOST WANTED and can be listed on your separate **SIX MOST WANTED LIST**.

★★★★ 4-Stars designate your most decisive, most talented and most responsible people. If they can make it work, Vollara could become their life! They have good attitudes. They are good communicators.

In 1995 I had 43 ★★★★★ leaders by the end of my third month (Day 92). Nine months later I earned my first \$50,000 check.

Notice what is happening? The Spiral Notebook Plan is teaching you to think.

Add New Blood (Tip 3)

Now comes the mastery of your own future. **For 60 consecutive days add 10 or more new names to your list every day.** I'm asking you to add 600+ names from all possible sources. A determined person can do this or come impressively close.

You must accept the idea that prospects really are everywhere. Hour by hour you will add...

- ▶ additional people from your past (memory process at work)
- ▶ downline candidates
- ▶ casual contacts you meet as you go about your activities
- ▶ people who answer ads
- ▶ cold calls on small businesses
- ▶ names from purchased lists of MLMers
- ▶ leads from a phone book or Online directory [duct cleaners, carpet cleaners, insurance agents, salon owners, and the like]

Prospects are everywhere and they are free.

- ▶ phone numbers off service vans and store windows
- ▶ leads from fishbowls and drop boxes
- ▶ classified advertisers [people selling litters of dogs, mold restoration guys]
- ▶ referrals
- ▶ people you meet at garage sales
- ▶ Online resumes
- ▶ company leads
- ▶ trade show exhibitors
- ▶ customers
- ▶ people you meet at a health club or golf course
- ▶ referrals from leads groups or Chamber of Commerce events
- ▶ number of recruits, etc.

Prospects are everywhere and they are free.

I once set up a card table along a jogging track and waited for joggers to stop and ask what I was doing.

It helps if you are \$300,000 in debt (as I was) and viewing this as your last chance in life.

That motivation (being broke) helped me! I did what had to be done. I contacted 5+ new leads per day and kept up that pace for 100 days.

Selectivity and Chumming! (Tips 4, 5)

After just one week of filling in multitudes of leads from all the listed sources I realized I could be selective on my own behalf and benevolent toward my people.

Selectivity cannot work if you only have a small number of prospects.

Don't be a prospecting wimp. Why chase a 19-year old telemarketer if you can spend the same time going after a 45-year old former network marketer?

My weak leads were not useless. I gave them to downliners who were willing to work weak leads but not talented yet as prospectors in their own right (or not willing).

Chumming is a fishing term. 3 Fishermen drop bits of bait in the water (a gunnysack filled with bread or fish guts) and lots of little fish are attracted. The fisherman is making friends:

chumming. Big fish show up, but there may be 200 little fish for each medium one and 30 mediums for each big one. By giving small leads to my weak people I kept their hopes up, even though those small leads were not worth much. In the end, each person has to develop his own skills.

A distributor who never learns to prospect will be below average at best.

I didn't have to chum for my friends who had been business owners who had previously worked in network marketing. They had no interest in my scraps. They wanted prime rib.

Others were new to MLM or less talented. I gave them leads from MLM lists. In the middle nineties we didn't have Internet leads. Now and then a chum lead can turn into something good, but that was not my point. My point was to show them that leads are plentiful. Once they bought that idea, they soon learned to get better leads than the ones I was doling out. Time and again it worked.

Compensation Plan note

Levels 4, 5, and 6 have leg quotas (2 legs/3 legs/4 legs) and Levels 7 and higher have "open group" leg quotas. Month by month we must maintain the number of legs our level requires at 500 TQV.

500 Team QV ("Team" is that leg's network) is not much... but legs MUST be at this level as each month closes. Missing them could cost you hundreds or thousands of dollars.

4 Here are some examples of how 500 TQV can be achieved.

- ▶ Fast Start Essential Plus Pack = 1000 QV
- ▶ Two Laundry Pure Packs in the same leg (250 QV +250 QV)
- ▶ Five 100-PV Autoshipments in the same leg = 500 QV
- ▶ LaundryPure Builder 3 Pack = 750 PV
- ▶ Any combination of orders for personal use or resale (in the same leg) can add up to 500

Calls, Interviews, and Meetings (Tip 6)

A lot of rubber has to hit the road. I don't know a successful Vollara leader (or tennis player, or pastor, or house painter) who hasn't gone through a lot of numbers. Some of our people do a lot of interviews. Some use meetings and conference calls. Some work trade shows. Some use ads. Some buy Internet leads and do hundreds of phone calls each month. Whatever you do, do a lot of it.

A year from the day you really get serious you may no longer have a favorite TV show!

The Spiral Notebook Plan fits with all the paths mentioned. It's a system with which you can distill large numbers of contacts (from all sources) into a workable and organized structure. It will make your most valuable contacts to stand out.

These 8 pages are the Dec 2011 issue of Chippy News.

People (Tip 7)

I set an initial goal to contact no fewer than 5 people per day every day for 100 days without fail. My rules stated that I could only count new contacts I'd never reached out to before. It was hard, but my whole life changed.

The foundation of a multimillion dollar career was in place after 100 days.

Repeat: the foundation of a multimillion dollar career was in place after 100 days.

If you execute a massive plan as I did, it can happen for you, too. My work was done by phone, by mail, in person, and at meetings.

A few of my contacts led to sales; a few led to recruits; a few led to future meetings. Others led to disappointments. Isn't every profession like that?

How did I organize my campaign? As I went through the contact process I used my notebook's left-facing pages for notes. I put down occupations, clues that might later lead to referrals, when to call back, etc. Colors and stars helped me keep track of notes that I deemed to be especially vital.

When a candidate turned out to be a flop, I put an X through his information and forgot him. I did not have time (you won't either) to lament about the ones that were not interested.

Think Strategically! (Tip 8)

It's not enough to have recruits. To be big, you must build a LEADER NETWORK. End of

Network Marketing is about leadership.

story. There is no other way.

Most network marketers have never thought much about leadership. Here are some thoughts:

- ▶ **Be a leader, have leaders under you, and have leaders under those leaders.**
- ▶ The limiting factor in any organization is the number of good leaders. Lose leaders, the organization will decline. Add leaders, the organization will grow.
- ▶ **There is room at the top for all who want to be leaders and build sub-leaders.**

You must increasingly focus on finding leader candidates and on training them. Just as a sports team maps out its plan to acquire players (trades, scouting, retirements, money allocation, and cuts), so must you face these questions:

- ▶ **How much width do I need?**
- ▶ **How will I find leaders?**
- ▶ **How will I develop leaders under leaders?**
- ▶ **How much depth do I need?**

Chinese Water Torture (CWT) and the Six Most Wanted List (Tips 9, 10)

CWT has been one of my wisest strategies. It's a commitment to "drip" regularly on prospects that are not yet ready to move ahead. I can't afford to waste time with them but neither can I afford to ignore them.

Drip aggressively on candidates who are about to pop. Put them on your **Six Most Wanted List** so you will see their name at every turn in your life. A copy of your **Most Wanted List** should be in your bathroom, near your TV, near your desk, on your refrigerator, in your day planner and taped to your car's glove box. Within a month you will have developed solid habits that will stay with you forever.

Learn how to use hyperlinks. If you are still fighting off the Computer Age, force yourself to grow up. Email is bigger than the telephone. What would you think of someone who said, "I can't call you because I don't know how to use the phone"? You'd think you were talking to

Some distributors are not fluent with email. The basics are **send, receive, copy, forward, store**. You must know how to highlight, copy, paste, delete, send blind copies, work with links. Linking is the most intimidating of these skills. In fact, it is as simple as making a 3-way call. Oops, you may not know how to do that!

a caveman!

When it comes to CWT, the US Postal Service is also important. Email, email, email can turn into delete, delete on the other end. Email can end up in electronic corners. Mail is friendlier. All these "contacts" are possible:

- ▶ **A message by email**
- ▶ **A Web link or Audio link**
- ▶ **Toss something interesting in the mail, not too much**
- ▶ **Follow-up phone calls**
- ▶ **Face to face product demos**
- ▶ **Delivering or giving out gallons of LivingWater**
- ▶ **Invite to Conference Calls**
- ▶ **Interesting articles (printed)**
- ▶ **Photos in the email body are better than attachments**
- ▶ **Home meetings**
- ▶ **Re:Fuel samples and info**
- ▶ **DVD, delivered or by mail**
- ▶ **YouTube URLs**
- ▶ **Event reminders**
- ▶ **Social events/meals**
- ▶ **"Visitations" – stop by a prospect's house or office**
- ▶ **Company functions**
- ▶ **Photocopies of checks from your customers**
- ▶ **Bonus check reports**
- ▶ **"Good news" call**
- ▶ **Postcards from company events, business trips or vacations**
- ▶ **Newsletters**
- ▶ **Health News or LW News**
- ▶ **A taste of Re:Plenish**
- ▶ **MLM knowledge**
- ▶ **Family person**

CWT contacts are called touches. They are part of the sponsoring process but they are also part of good leadership and common courtesy. People like to feel that you care about them. During my 100-day startup blitz I felt guilty about watching TV. To solve that, I sat on the sofa and addressed envelopes as I watched sports.

- ▶ **I've put in a good day if I've done 50+ CWT touches**
- ▶ **Counting newsletters, Web outreach, and emails, I can sometimes do hundreds**

Don't limit your touches and CWT work to your personal prospects. Ask your downliners to keep you informed about their 2-Star/3-Star prospects. CWT is for distributors, too. If they aren't working, they're just another category of prospect.

It's as easy to send an email to 20 people as to 1. This is simple if your lists are organized. It's hard if you are scattered. Your Vollara website has a contact manager section. I prefer maintaining my own database.

Note: don't send everything to everyone. That's Spamming.

Don't Let Your List Go Stale (Tip 11)

Whether you use a Spiral Notebook or a list on paper, you will find it hard to stay at the top of your game if you stop adding new prospects. Prospecting and recruiting are intertwined skills. Dig up new names and write them into your system even if you already have 1000 names.

There'll be days when you won't get 10. There will be times of sickness and family crisis. Life happens. There will be times—weeks/months—when you'll get in a funk and drop the ball.

To right the ship, rekindle the "add new names" phase of Spiral Notebooking. Don't just set appointments with the leads that are already on your list.

Prospecting and recruiting are intertwined. If you work them together, both will flow more smoothly.

As you add new prospects you'll also have a tendency to browse through some of the old ones. Perhaps you will see an older candidate—someone you didn't think of as a prospect before—from a new perspective!

Note: Spiral Notebooking works with all other systems!

After you do Spiral Notebooking diligently for 2 weeks—10 new names every day—you'll realize that a good prospector can skip 90% of the weak prospects and go straight for the gold.

Your status as a leader will go up. You will often be called on to answer questions about prospecting and speak on this subject at meetings.

Leg Building (Tips 12, 13)

Track your best Legs in the second half of your notebook. This begins when you have leaders with these qualities:

- ▶ **Ambition**
- ▶ **Decisive character**
- ▶ **Commitment and desire**
- ▶ **Problem resolution skills**
- ▶ **Intelligence**
- ▶ **A belief in Vollara**
- ▶ **Respect for our products**
- ▶ **Lots of contacts**
- ▶ **A geographical outreach**
- ▶ **Coachability**
- ▶ **A career vision**
- ▶ **MLM knowledge**
- ▶ **Family person**
- ▶ **Over 35 (but we want Baby Boomers, too)**
- ▶ **Risk taker**
- ▶ **Realist**
- ▶ **Leadership skills**
- ▶ **Good attitude**
- ▶ **Nondrinker**
- ▶ **Service minded**
- ▶ **Not long winded**
- ▶ **Sense of urgency**
- ▶ **Someone you like!**

*
Label your leg pages with tabs.

When someone expresses a desire to build (and has some of the above qualities) we call him a leader. Reserve up to 4 pages* for this guy's group in the back of your notebook.

Six Leg Leaders from my first Vollara Spiral Notebook are now significant leaders. Another quit but left a leader in his wake.

6 Consider this example. You have a Leg Leader named Pat. You don't write Pat's whole list in your book. If Pat goes through 20 friends, maybe 3 will be designated with ★★ or ★★★. All 20 names are in Pat's book. Only the good ones are in yours. As you discuss a new recruit's prospects, when a good one is mentioned you say, "Okay, Bill, that's one I'd like to help you with. Give me his details."

Leg Charting; the Six Most Wanted List (Tips 14, 15)

Giddens Leg Chart			
Baker 1. Laufer 2. Sowell 3. Kloner Ferguiso	Cleme 1. Cook 2. Turner 3. Housto Davis	Clendi 1. Dyer 2. Jeter 3. Gilbert McNabb	Brodi 1. Roper 2. Posey 3. Gebing Dockery
Gidde 1. Ledbet 2. Thomp 3. Ciesie Elder	Schwe 1. Sheed 2. Coron 3. Donov Dickerso	Jacks 1. Rizzo 2. Wilson 3. Brown Peters	Zakha 1. Ryan 2. Rehler 3. Kellog
Croso 1. Romin 2. 3.	Seyfer 1. Smith 2. Hatley 3. Gleave	Hodge 1. Wilhoit 2. Long 3. Zimpfe Gray	Perry 1. Gibson 2. Schrei 3. Hutchi Guzman

A Leg Chart must be updated as Legs come and go. As your legs and 'anchors' get stronger, they will become permanent.

Post copies alongside your **Six Most Wanted List** –bathroom, TV, fridge, day planner, desk or workplace, dashboard. Your peripheral vision notices these lists, nudging your subconscious to work on leg building ideas.

The **Most Wanted List** helps you focus on your best prospects. You are repeatedly reminded that these individuals are the ones you want to contact.

Working Deep; Working Wide (Tips 16, 17)

Width refers to the number of people you recruit personally... (similar to the number of children you have).

Depth refers to the downline: your grandkids, great-grandkids, great-great's, etc.

To earn Levels 4, 5, and 6, you need to build width. Study the plan and determine for yourself how this works. Width provides a buffer against attrition. Width gives more people direct access to a highly active leader (you).

As depth develops under a wide organization, your best leaders rise to Level 6 and become **breakaway** leaders under you.

- ▶ Depth creates expansion potential through multiplication
- ▶ Depth contributes to security because there are more levels of back up
- ▶ Depth leads to more geographical diversity

These attributes are not at odds with each other. **Depth and Width are both needed. Indeed, having both is the key to earning higher ranks and more money.**

Not having Depth makes you vulnerable to attrition and emergencies. When attrition hits, replacement legs are not available.

How To Lead Your Group Incorrectly (Tip 18)

Consider 2 leadership strategies that are weak.

A ONE LEVEL MENTALITY is very unhealthy. A recruiter who thinks only one level deep talks mainly to his own recruits. He expects each person, in turn, to give the training, motivation and problem solving assistance that are needed.

The lower people in this kind of group—not having access to any experience—will be at a serious disadvantage. Even intelligent and highly motivated people need exposure to good role modeling.

The MOTHER HEN COMPLEX. Some leaders try to be all things to all people, to be "in charge," to have everything done their way, to run all meetings, to solve every problem. MOTHER HENNING does not lead to a strong future.

A careful reading of this plan and Million Friends participation will allow any properly motivated person to build a business. If you are a ONE LEVEL or MOTHER type, at least give your people a peek at Million Friends.

Reach Over the Shoulder; Sort for Leaders; Build a Leader Network (19, 20, 21)

A leader can't be all things to all people forever, but he can give it a go for a while. We want your group to grow so big that it outgrows you!

During the start-up months, a leader must meet and evaluate as many people as possible in the network. The goal is to find those sub-leaders who will see the big picture and take over a share of the leadership.

There is a lot of variation from group to group. Maybe 1 person in 5 will show an initial interest in being a leader; 1 in 20 may have true talent in that area.

Leaders must learn a technique known as **Reaching Over the Shoulder**. This is the essence of network building. Begin by reaching over the shoulder of person A. Meet his recruits. If potential is detected, work directly with B. Then reach over B's shoulder and test the water with C. And so on.

All levels are your group. Work on your security, your future, your income.

A leader's job can be hard and frustrating, but in the long term

it is highly rewarding. It can be frustrating when you reach down and spend time doing things that "in between guys" should be doing. The in between guy will sometimes get a nice check. You might still be at the broke stage. Your feelings can be hurt in the short term. The pain is more endurable if you have a long range plan.

Even Leaders Need Leadership (Tip 22)

The head of a network must find ongoing ways to support and serve his downline. Leaders are a network's most important asset and often they are people you will come to love.

Be careful not to ignore your strong people as you work on new legs. Always offer a mix of support activities:

- ▶ **Listen and be a friend**
- ▶ **Know people's goals and give encouragement**
- ▶ **Remind them of events**
- ▶ **Continue to reach down**
- ▶ **Offer meetings and conference call support**
- ▶ **Stay in touch regularly**
- ▶ **Use newsletters, personal letters, postcards, email**
- ▶ **Have meals together**
- ▶ **Family and social activities**
- ▶ **Recognition and gifts**
- ▶ **Support some of their key downliners**
- ▶ **Share times at conventions**
- ▶ **Tell them if they seem to be off course (but carefully)**
- ▶ **Set a personal example**

Umbrella Systems (Tip 23)

Since we do not live in a perfect world, many new people are more or less stranded from the day they are recruited.

The Vollara umbrella of support (conference calls, websites, public meetings, annual conventions) helps cover isolated people.

We wish everyone could have a knowledgeable and attentive upline, but that simply is not possible. Every new dealer is ultimately responsible to seek out the support that does exist. We offer Million Friends Calls 5 days each week, nutrition calls each morning, web support and more. It is up to each distributor to ferret out and use these resources.

Full Responsibility (Tip 24)

It's not enough to read this plan and think how great it would be if you could somehow make it work. No matter how much you know, it's still quite difficult to build an empire.

You must **bite the bullet** and **decide to take full charge**. Not just for a day while you are inspired but for 60 days, then 100, then 1000 days. ***Let the Spiral Notebook Plan be your launching pad.***

Start today. List your friends and hottest candidates. Dig out your Christmas card list, a Rolodex from 15 years ago. Make a **Six Most Wanted List** (Tips 9, 15). While you are choosing the right names to go on that special list, make a commitment to really go after them. Be prepared to say, ***"BJ, if you'll take a shot at this, I'll stick with you until we are both on the top."***

**Today is important.
If you wait until tomorrow,
a day will have been lost.**

A really committed person buys extra notebooks so he can set up other people on this plan.

Meetings, Conference Calls (Tips 25, 26)

Get out a calendar and plan your first home meeting. You don't need a group; you just need a decision. Meetings will be a part of your self training.

Meetings can be a primary 7 group building mechanism. A meeting on the 1st and 3rd Tuesday of each month would work. When your group begins to shape up, make one of those a Pot Luck night.

One of your most important training aids (at your meetings) will be your Spiral Notebook. Are you doing it? Can you hold it up and point to the progress you have documented since the last meeting?

Duplication (Tip 27)

It is commendable if you study this plan and get solidly into Spiral Notebooking. But you must also sell other people on doing this.

For a few people, Vollara will be about recruiting. ***For our top people, Vollara is and will be about leadership.***

Can you guarantee someone else's success (if they work within the terms offered) and really mean it? Do you have that much confidence in yourself and in Vollara? Do you have *chutzpah*?

It's a good sign if you do.

Affirmations - Inspirational statements to read aloud...(28)

Today is a new day. I am empowered and I will not let my power be wasted.

I will use chippynews.com every day to inspire and screen my candidates.

I will use the live opportunity calls.

I will do one-on-one presentations by appointment.

Within 60 days I will find 5 other people besides myself who will launch into this plan. I don't know who they will be, but I will use the Six Most Wanted List system to find them.

8

I will buy 5 spiral notebooks for my next leader candidates.

I will diligently follow the steps that are laid out in this plan.

If I fail to find 2 good people within 60 days I will reexamine my actions and make whatever changes are necessary.

When someone turns me down or shows less power than I am looking for I will remove him from my Six Most Wanted List and enter a new name.

I will use Million Friends.

I will be a champion at Reaching Over the Shoulder of the people in my group.

I will adopt the idea of DOUBLING all of my leg requirements. As I begin working for Executive I will work to build 8 legs.

I will focus on building width, depth, and geographical diversity.

Updated: 12/28/2011

Tire Kickers Welcome

Here's what I promise the people I recruit...

If you'll join now (2012) and make a sincere effort to really use the Million Friends system, you will not fail.

Doing Million Friends with what we call a 'do or die' effort is no small thing.

A do or die participant will be on 3 or 4 calls every week.

A do or die participant will really know the website.

A do or die participant will invite new people to our system at a good clip.

A do or die participant will do 2 or more presentations every week to new candidates, distributors who need to be pumped up, or to groups.

A really big commitment is, indeed, quite impressive! You will run circles around most other Vollara people and you'll have to overcome many struggles.

A sincere participant should be able to build a 40-man group similar to our model within a year. You might do better, but would that be enough?

From there, the sky is the limit.

There is no guarantee. The 'you will not fail' claim is my affirmation that our Million Friends program and Vollara are really solid.

Million Friends ranks high on the honesty scale. We hope that matters to you. We want people to come into Vollara with high hopes and big dreams but with their eyes wide open.

The timing is perfect. Our future looks fantastic. Our products are excellent...

Building a big income calls for good technique and plenty of work. I'll stick with you all the way because I'm a believer.

You must be a believer, too. But even that is not quite enough. You have to be able to influence other people to be believers.

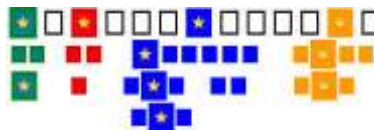
And therein lies the secret behind network marketing. But there is an alternative: If you are not personally influential, you must find people who are!

Bob Giddens

This model explains the plan graphically, which is what most people need to see. The rules and percentages can be found on your MyVollara.com website and on ChippyNews.com.

Earning Through Leadership

YOU



This network, with 40 active distributors, would earn its leader approximately \$2,500 per month. You can earn 10x more, 10x less, or zero. Leaders are paid on productivity and we grow based on numbers of PEOPLE and numbers of LEADERS.

This diagram does not show distributors who signed up and now are not ordering. This is a true representation of what you can expect from 40 ACTIVE people.

Dr. Tom McDonald, anesthesiologist, spoke on a recent training call about his years of experience with **FreshAir** (keeping his home clean and microbiologically safe): "I'm in the operating room every day where I'm exposed to the pathogens that come in with our patients." More recently he added **LivingWater**, **LaundryPure**, **Re:Plenish** for antioxidant value, **Re:Fuel** for all-around nutrition, and **Re:Sist** for immune system stimulation. "I have never recruited anyone—that's not to say that I won't—but I'm not in Vollara for career reasons. I have Scotch ancestry and we're known for our thrift. I appreciate having access to these exceptional products at the wholesale prices. I use an Autoshipment to buy my **Re:Fuel**, **Re:Plenish**, **Re:Mind**, and **Re:Sist**...and I'm interested in trying the meal substitute, **Re:Place**. That's reason enough to be a distributor."