

get started

with

I C S A R

I'm a Reliv Distributor.

Now what do I do?

A Reliv business grows when someone new starts using our cutting-edge, life-changing products. The only way for that to happen is for someone who doesn't know about Reliv to HEAR about it!

This is what we do...



What is ICSAR?

Growing a Reliv business starts with ICSAR (Identify, Connect, Share, Ask and Register). This is our simple five-step plan that will put you on the path to success. A successful Reliv business always starts with the first step. Simply follow this guide and watch your business grow!

Step 1: Identify

Do you know someone who doesn't know about Reliv?

Of course you do! You likely know hundreds, even thousands, of people who don't know about Reliv yet. And we're going to show you how to identify these people so they can hear about Reliv from you! In Step 1: IDENTIFY, you'll simply make a list of the people you know. This will be the key to growing your business. Have no fear: building a list is fun and easy!

5 Reasons to build your list with your sponsor

1. Your sponsor will help you include everyone.

Your natural instinct will be to pre-judge certain people and think they won't be interested in Reliv. But as our successful Distributors say, you can never know who will be interested! Your sponsor will be there to keep you from excluding people off your list.

2. You will instantly establish a process on how to work together.

This is going to come in handy as you continue to expand your business.

3. You will build a relationship from day one.

Our Distributors have become lifelong friends for a reason, and you'll realize right away that you're in business for yourself, but not by yourself.

4. You will start to see the potential for your business.

From your dog groomer to your dentist, you'll realize how many people you know who don't know about Reliv!

5. You will establish immediate action.

Once you have a list, Step 2: CONNECT immediately takes shape.

How long does it take?

This is your business and the time you put into this is entirely up to you. If you start with 30 minutes, you can easily list 70-100+ names. But as you'll see from the memory joggers on page 4, this is only the beginning!

What do I do after I build my list?

Once you've got your list of names, you're ready for Step 2: CONNECT. This happens naturally once you've built your list.

Start With Groups: “Centers of Influence”

Use these memory joggers to identify groups of people you know who have things in common. Start with groups — people on your list who are already connected with each other. You can only connect with one person at a time, so pick one to start within a group.

1) Choose a group

2) Enter the group name on the following list pages (Feel free to make additional copies as needed)

3) Start listing first names within your groups

- Family and in-laws
- Neighbors
- Other neighborhoods
- Current job
- Past job
- School (grade school, high school, college)
- Children/parent groups
- Hobbies (crafts, cars, tools, computers, travel)
- Clubs (boating, books, games, animals, scouts, associations)
- Sports activities (baseball, basketball, bowling, football, volleyball, golf, tennis, yoga, exercise classes)
- Social networks (Facebook, LinkedIn, Twitter, Instagram, etc.)
- Other groups you can identify

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Other People You Know

This list includes everyone else you know, and know of.
Again, first names are all you need to create this list!

- 1. Review the memory joggers**
- 2. Add names you think of now**
- 3. Add names you think of later**

Accountant	Friends	Other
Auto mechanic	Government	Pet groomer
Bank	Grocery store	Pharmacist
Builder	Hair stylist	Photographer
Car dealer	Housekeeper	Police
Clothing store	Insurance	Real estate
Coach	Internet	Repairs
Computer tech	Lawyer	Restaurant
Dentist	Mailman	Sales Person
Doctor	Minister	Teacher
Fireman	Office staff	Travel
Fitness coach	Optometrist	Vet

1	26
2	27
3	28
4	29
5	30
6	31
7	32
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70	95
71	96
72	97
73	98
74	99
75	100

Step 2: Connect

What is the purpose of this step?

When you connect with someone, you want to create enough interest so that the person will want to hear the Reliv story.

Start by choosing who is next:

1. Establish how many per day to connect with as your goal.
2. Select one member from a group (no more to start).
3. Write down or type their name in the "Contact List" or enter them into your online contact system.
4. Go to one person at a time in a group until someone decides to get started. Then you can talk with the other people in that group as a team! As more people in the group say "yes" to Reliv, the team can grow. This works better than sponsoring every person in a group yourself.

Now collect the contact information you will need, including phone numbers, email addresses, social media networks they are on, etc.

NEXT: Decide HOW you will contact them.

Every name on the list falls into one of these TWO categories:

I will call them. < OR > I won't call them.

We have ways to connect with people no matter which group they are in!

On the Contact Sheet:

1. List their contact information.
2. Add a simple note about why you chose them. This could be something you know about them.
3. Pick up the phone — and smile! You can also send an email or message through social media. (See the following pages for examples.)

name	phone number	e-mail	connect method	date
Joe S.			FB message	13/7/16
notes: Athlete, takes a lot of protein.				
Lisa R.			phone call	14/7/16
notes: Started a part-time job.				
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How to Connect by Phone

Let's take a look at some examples...

Jon, your brother, is not happy where he works. Here is how you can connect with him about Reliv.

"Hi, Jon. Listen, we've talked about your work situation. I know it's probably not getting any better. Well I just learned how some people are building a second income from home without conflicting with what they are doing now. In fact, I'd really like your opinion on it. When can we get together? Do you have some time this week, on Monday or Wednesday?"

Mary, your sister, is paying expensive school tuition for her two children.

"Hi, Mary. How are you?" Start by catching up for a few minutes. Then, you can mention the solution to her problem. "Everyone knows education just keeps getting more expensive. Well, I just learned about a way people are finding to help pay for education without conflicting with anything they are doing now. When can we get together?"

Aaron, your neighbor, has been complaining about not having enough money for retirement.

"Hi, Aaron. I know we've talked about how tough it is to put money away for retirement. And with the way social security is being challenged, it's not getting any easier to figure out where the money is going to come from. Well, I just learned about a way people are funding their retirement more aggressively and it's not conflicting with what they are doing currently. I'd love to get your opinion on this. Would Tuesday or Thursday work better?"

This also works for setting up a product discussion!

Your friend, Bob, likes to golf but has been trying many different things to overcome some nagging discomfort.

"Hey, Bob. I see you're trying something different. Listen, I just learned about something people are using to help them have better health and feel better."

How to Connect Online

Email and social networking sites like Facebook and LinkedIn are easy ways to use tools for creating interest. While they can be effective, you want to keep the message short. You are simply trying to create interest.

Your friend, Sue, is someone you went to school with years ago.

Hi, Sue. I'd love to reconnect with you and just learned about something that made me think of you. It's something people are using to (include product or business statement). I'd love to see what you think of this. What days work best for you to get together?

Other Ways to Connect

In general, keep these thoughts in mind when you are working on your list:

1. Keep it simple and just share the truth. (I just found something that made me think of you.)
2. When possible, think of something specific about the person you are connecting with. (Do you already know something they are dissatisfied with?)
3. Remember, this is simply to share information. You're not trying to convince anyone of anything.
4. Don't be afraid to share excitement when it fits in. (I can't wait to see what you think!)
5. MOST IMPORTANT: The purpose of CONNECT is to set up an opportunity for the next step: SHARE.

Make brief statements that are:

- Rejection free — you're not asking for any decision
- Not selling anything
- Simply creating curiosity

Text Message Examples

Just saw a video. Made me think of you.

Just heard about cool business.

Just heard a story that made me think of you.

Just read about a crazy success story.

Just learned about something I'm really excited about!

Each text simply plants a seed. There are no closed questions that can be answered with yes or no. When you get a text back, they will most likely ASK YOU to share something more. You've created interest, and they are asking you to fill them in.

What's Next?

Depending on your text message, do what makes sense next:

You can share a piece of information. A link to a Reliv video. A *Lifestyle* magazine story. One other piece of information that will give you a chance to follow up and set a time to take the SHARE step.

If your message talked about seeing a video, then you'll send the video and let them know you'll follow up to see what they thought.

If your message talked about a story, you can then send them the story and let them know you'll follow up to see what they thought.

If your message talked about a cool business, your next step can be to simply set up an appointment and then SHARE the Reliv story with them.

You can set up a time to SHARE the Reliv story whenever that's the next logical step. Remember, the purpose of CONNECT is to simply set up the next step: SHARE.

Using a 3-Way Call

If you CONNECT and have talked about a story, you can set up a 3-way call with your sponsor or someone in your upline as the next step.

Make sure you know possible times that your special story person is available before you try and schedule something.

If someone expresses an interest to hear the story, you can simply schedule a call.

"That's great. Let me see if I can get a call set up so I can share this story with you. Will Wednesday or Thursday morning work?" Share a couple of choices that you already know are available and then schedule it.

Using Video

Go to **reliv.com/connect** and click on the video section. Follow the instructions for putting video to work in this step. The videos in this area are designed to be short, to the point and just enough to create more interest so that the viewer wants to learn the rest of the story.

Using Opportune Moments

Look for those opportune moments to CONNECT. For example, you're at your kid's soccer game talking to another parent. She mentions not being able to spend enough time with her family because she's always working. This is a great time to CONNECT with her about Reliv.

Add More Connect Examples Here:

Step 3: Share

Sharing Your Story

A. Products

"Before Reliv, I _____ (lacked energy, got tired early, was overweight, etc.) I started using Reliv, and before long noticed _____ (increased energy, feeling better, etc.). Today, I feel _____, (healthy, better, energetic, etc.) and I can't imagine not using these products.

B. Business

"Before Reliv, I was _____ (your profession). I started in the business to _____ (reason), and my first month I earned _____. And now, I've been able to _____. " (Fill in with the lifestyle changes you have been able to make so far. This part will change many times in the years ahead!)

General tips about your story.

Every story is great! For the products, if you started out really healthy and you are staying that way, share that! You are not in a competition for sharing the best story.

For the business, no income story is too small to share. Sometimes we hear the big money stories and we feel embarrassed to share our own. Just remember, for so many people, if they could earn an extra \$500 a month from home, it would be life-changing for them!

Sharing the Reliv Story

What is the purpose of this step?

You want to provide just enough information about our company, our products, and the Reliv opportunity to engage your prospect and then get to the next step: ASK.

Personal Presentations (2 on 1 / 1 on 1)

1. Learn by presenting with your sponsor/upline.
2. Choose your presentation tool.
3. SHARE the information.

The best way to learn how to do a fun, simple presentation is to partner up with someone who has done it before. Let the more experienced person lead this first with you sharing your own story. You do your part and your upline does their part, so it's 50/50. After a few presentations, you can take the lead and your upline can add their story and you are ready to go solo!

In Person

Tools: Reliv Presentation Book print version, iPad or tablet version, computer slides

Source: Distributor Kit or download from reliv.com/presentationmedia

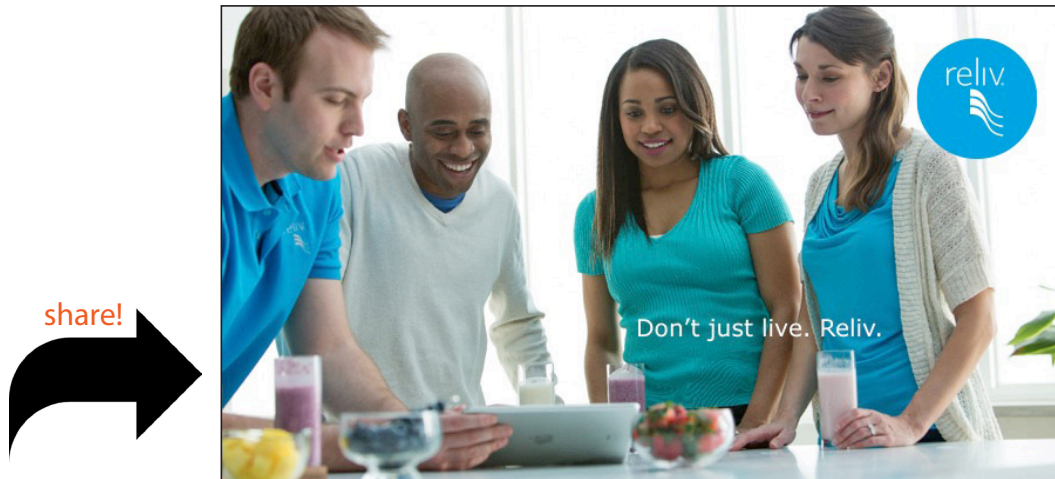
Keep the presentation simple! It should be about 15-20 minutes. You want to get to the ASK step by keeping this presentation moving. You will have time to ask and answer questions later. That's when you can make the presentation all about them.

Follow the information in your presentation tool. Insert your health story after the product part and then your business story towards the end.

Options for Long Distance

Tools: Presentation slides, online slides, email print materials for compensation plan

Source: reliv.com/presentationmedia



Sharing the Reliv story long distance is basically the same as in person. You cover the same material, SHARE your story (and others), and move to the ASK step.

To cover the business, you can send a blank copy of the compensation plan and fill it in together. The great thing about this is, your prospect is learning how the comp plan works even before they are a Distributor!

Group Presentation

Tools: Presentation Slides, big screen TV or projector and screen or other surface.

Source: reliv.com/presentationmedia

Presentation in Home

Be prepared. Make sure you have the slides on your device and a cable that's compatible with the TV you will use. If using a projector, make sure you have something to project onto, such as a wall clear of pictures. Connect everything before guests arrive and test in advance.

1. Greet people, make them feel comfortable and introduce people who don't know each other.
2. Start your presentation on time.
3. SHARE product stories after the product section and then business stories after the compensation plan section.
4. At the end, summarize how you feel about Reliv. You can then ask guests to get together now and discuss questions they may have about how to get started.
5. Some people will break to actually mix up some shakes and have some healthy snacks. Mingle, answer questions and have fun!
6. Most importantly, ask questions as you wrap up the presentation to engage with your prospects.

Examples of Questions:

- What did you like best?
- What questions do you have about the business or products?
- What would stop you from getting started right away?
- Do you know anyone who doesn't know about Reliv?

Reliv Opportunity Meeting in a Public Venue

Tools: Presentation Slides, big screen TV, or projector and screen or other surface.

Source: reliv.com/presentationmedia

Set Up:

- Put out half as many chairs as you think you need.
- Water and glasses in the back or side of the room.
- Have a sign-in table and sign-in sheets outside the room.
- Have blank name tags and markers at the sign-in table.
- Laptop with walk-in slides and slide presentation preloaded.
reliv.com/distributor-presentation-tools
- Laptop connected and running one hour prior to start time.
- Up-tempo music playing in room. (May need to be on your computer.)
- Small display table, front of room, off to one side with product display.
- Make sure people at front desk or facility entry area know where the Reliv meeting is taking place.
- Copies of current promotion flyers on hand.

Assign People:

- Sign-in table
- Health stories
- Business stories
- Slides and presentation tools
- Display

Remember To:

- Welcome everyone
- Present the company and product section
- Share product stories
- Business section
- Share business stories
- Invite everyone to stay, talk with the people there, ask questions and find out how to get started with Reliv.

Step 4: Ask

Here are some questions you can ask to help you determine a person's interest. Working with your sponsor/upline leaders, you'll learn many more ways to help a person get started with Reliv. These are some simple examples.

"What else can I help you understand about getting started? Are you thinking about using the products? Or would you like to ask some questions about how the business can get started at the same time?"

Product Decisions

Many people will say something like this:

"If the products work for me, I'll take a closer look at the business."

Your response can be: *"That's great! Let's get you started."*

Other questions you may hear about products:

"Are the products safe?"

"Why haven't I heard about Reliv products?"

"I have (fill in the blank with any condition). What should I start with? Will the products work for me?"

Any decision or question about the products: Keep getting started simple.

"This is what I would recommend. Let's get you started on this complete nutritional program."

Tip: Keeping the starting program simple, with Reliv Now® or Reliv® as the foundation, is always a very economical, effective way for someone new to start. You may add LunaRich X™, Innergize!® or FibRestore®, but all of our products revolve around a complete, balanced nutritional program. The foundation is important for results.

Business Decisions

Any question about the business allows you to revisit the Reliv compensation plan. Talking about earning money is something every Distributor learns as they go. You will get more and more comfortable at doing this and we have tools to help you do this from day one.

The front page of the Decision Tool really sets the stage. Every Reliv Distributor does the same thing, investing the same amount of time. We share information with people and then find out what they want to do.

When you invest this time as a Master Affiliate, you earn the most profit. Same action, same time, highest earning. And remember: there is ZERO risk with our 100% Reliv Guarantee! Learn more at reliv.com/reliv-guarantee.

Master Affiliate may sound like a lot, but it's really not. Having \$2500 in volume is really just four people doing a Fast Start, plus some product you would use personally. You can see an example of the money you earn when you start your business at this level. The investment and profit numbers are all spelled out in the Decision Tool.

A Fast Start is enough product for four to five people to get started on Reliv products. You do the same thing as a Master Affiliate does, but you are working on building your volume up to the \$2500 level.

Here is an example of talking about our business:

Our entry level uses 20% for Preferred Customers AND 20% for an entry level Distributor. What's the difference?

As a Preferred Customer, you enjoy a 20% discount on any products you use. Registration is \$10. If you'd like to earn an income, you can join as a Distributor.

Here is what happens:

You will start using Reliv products, you will start feeling great, and you WILL tell other people about it. Someone's always going to ask you: How are you? And you know when you're feeling good about something you are certainly going to tell people. Well, as a Preferred Customer, you'll simply refer those people to me.

Now as a Distributor you register for \$40 to receive some business tools and materials. You will still have the same 20% discount on products. But here's the big difference. Now, when you tell other people about Reliv, and they decide to try it out, their volume counts as your volume. It's like a loyalty program, but bigger and better! All of your product purchases are added to the product purchases of anyone you refer, and when it totals 250 in volume in a calendar month, you move to a 25% Affiliate level. You enjoy 25% off of any product you use PLUS when someone you have started makes purchases at retail price, or at 20% off, YOU GET PAID THE DIFFERENCE! When you accumulate 500 in volume in a month, you move to 30%, all the way to 2500 in volume to reach 40%!

You receive an income simply for using products you love and referring others. Would you prefer to get started as a Preferred Customer or Distributor?

Tips: No Pressure!

You are simply a messenger.
You share information and explain options.
You are NOT trying to convince anyone to do anything.

This is one of the most important things to learn as a new Distributor. Just believe that it really is this simple!

You've asked the questions, you have a decision, now it's time to...

Step 5: Register and Go!

Be prepared to conduct business. Once a person has made a decision, it's time to take action.

Product Registration

Register your new customer with the company.

If you have product on hand, get them started immediately! Complete a Retail Sales Receipt (found in your Distributor Kit or online at reliv.com/distributor-forms-and-guides).

Set up your follow-up communications right now. You can coordinate this with your sponsor/upline leader. Follow up leads to business growth, so make sure and understand how to get this started. Your new customer knows hundreds of people who you DON'T KNOW, and follow up helps open the doors to all of those people.

Follow Up

Always scheduling the next connection is vital, both with customers and Distributors. For more information in this area, talk with your sponsor or upline leader.

Business Registration

Register your new Distributor with the company.

Order their products. If you have product on hand, you may provide enough for a Quick Start to get them up and running. If they start as a Qualifying Master Affiliate, you can order the balance of product from Reliv.

Make sure they are using the products consistently.

Immediately get them started with their own ICSAR Book. You can't start making a list too soon. Once you press send on their application, get out this book and get moving!

And now — repeat this process!

Building a Reliv business is simply sharing information with people and letting them make decisions.

**Keep what you do simple,
so it's easier for others to learn,
and most importantly,
easier for others to teach.**

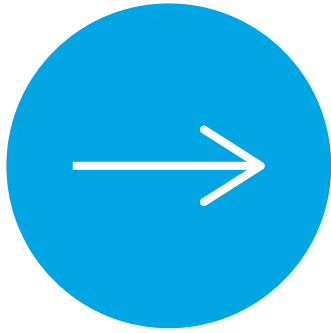
Tell a person how to get started.

Show them how to do it.

Let them **Try** it.

Until they can actually **Do** it themselves!

Let's Go!



get started

with

I C S A R

