



Welcome to **Agel**TM

PEOPLE CREATING PROSPERITY

AGEL BUSINESS PLAN

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www.Agel.com

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Welcome to Agel™

Congratulations on one of the best decisions you've ever made!

You've chosen one of the fastest growing business opportunities in the world today, ideal to help you develop a significant supplemental income, or even complete financial freedom. Either way, you have shown yourself to be a leader. Someone who isn't happy with mediocrity and the herd mentality, someone who knows there is a better way to live. You've just discovered it.

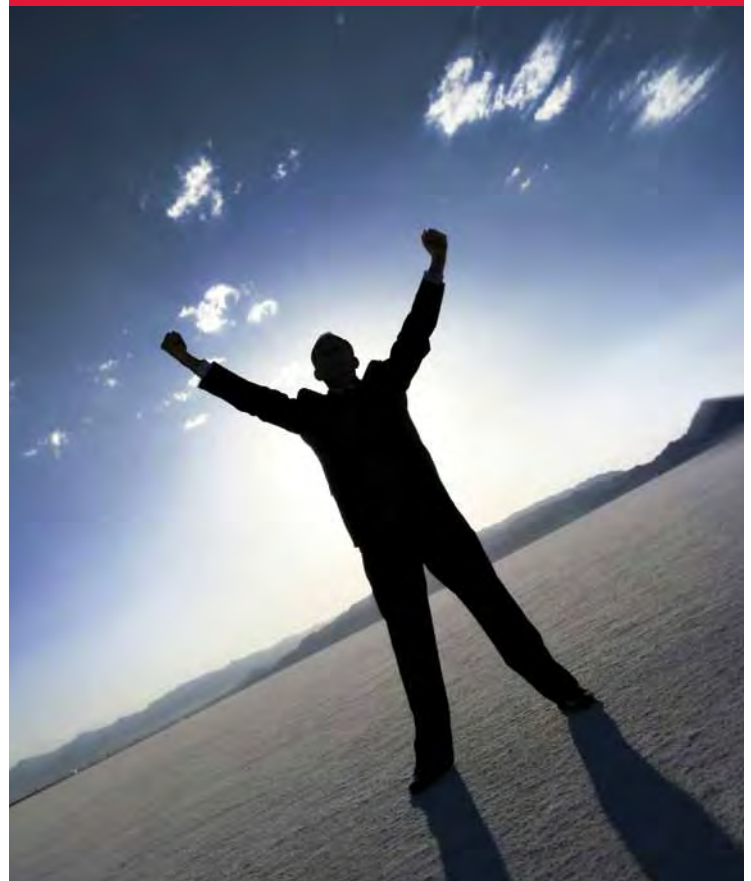
Agel is a new breed of Network Marketing company, and we're already re-writing history in the profession. Agel has proven that a fresh product idea, an innovative approach to compensation, and a strong support structure offer you the chance to accomplish great things.

The Network Marketing/Direct Selling profession has grown dramatically in the fifty-plus years of its existence. Today the business is conducted in more than 100 countries around the world, with more than 56 million people participating in it. Sales have now exceeded \$110 billion annually. (Source: Direct Selling Association.)

Along the way Network Marketing has attracted the attention and praise of the business community and financial press, truly emerging as the last bastion left in the free enterprise system where someone can build real financial freedom without a large investment. And Agel has emerged as one of the leading edge companies, helping to create this reality for those who dream of a better life.

This Business Plan will help you launch your business in a quick, focused, and profitable manner, utilizing the same methods that our top earners have tested and proven. You'll avoid some of the common mistakes many new people make, and will learn how to accelerate your journey to success in your Agel business.

During your initial phase it is critical that you take action as outlined in this guide. Success always comes to those who are coachable and willing to act on what they have learned.



Please. You can question things later. Right now you're brand new and we want you to have the most success. What you read here are the proven and time-tested "best practices" that work. So we ask you to complete the steps in this plan exactly as described so you will have the best opportunity for success.

Please take your business seriously. Just because you haven't invested tens of thousands of dollars into your Agel business doesn't mean that you can't earn an income greater than that of many of the top entrepreneurs in the world. If you run your business like a hobby—you'll get a hobby income. But if you run it like a serious business you can earn a serious income.

Don't talk to anyone about your new business until you finish this workbook. It's better if you don't try to explain Agel until after you know what to say and what tools to use in the process. Just write the name and contact information of anyone you can think of in the space provided and as soon as you get to the last page, you're ready to rock!

No experience necessary...

You do not have to have any experience to reach success with Agel. In fact you could argue that those who come in with no pre-conceived ideas or bad habits, and just follow the system learn quicker.

Your sponsorship line has already “hacked through the jungle” and created a path for you to follow. They have learned the best practices for business building, and discovered the mistakes to avoid. By using the experience of those who come before you, you are able to reach success much faster. We have put a step-by-step system in place, developed the infrastructure to support the system, and created a training program on how to get the best results from both of these.

We already have people who have reached the prestigious ranks of Diamond Director, even though they came into Agel with no experience. If you are teachable, not afraid of work, and willing to follow the system, you too can reach success with Agel.

The same is true about higher education. Thousands of people have been successful in Agel without the benefit of college degrees. Some of our top leaders didn't even finish high school. Since Network Marketing is so unlike other businesses, the rules are different here. It's quite possible, actually quite common, to build a large successful organization without having any credentials or degrees. If you have a degree, or even a few, great! Just know that this is not a requirement for success with Agel.

Beware of the dream stealers...

One of the sad truths of life is that not everyone is ready for success. Of course most everyone will tell you that they want to be successful. But unfortunately some people are content to be “professional victims” and make excuses why success won't work for them.

Don't be surprised to find that some of your friends and family members will not join the business, and may even disparage you for doing so. It's unfortunate, but some people feel the need to attack those who are striving for more out of life. After all, if you reach success, it takes away their excuses for why it won't work for them.

They will regale you with horror stories of people who tried other businesses and failed, and give you all kinds of reasons why Agel won't work for you. It's best to give these “well-meaning” souls a wry smile, thank them for their input, be strong in your own self-resolve, and stay focused on what is right for you. Never let anyone steal your dreams.

You don't need the approval of anyone, except yourself. Sometimes even your spouse or significant other may not approve of your network marketing business. This is actually a frequent initial response, but we've seen thousands of people who have built huge businesses without the help of their spouse. However, don't be surprised once you qualify for a free Hawaii trip, cruise, or an Agel bonus car, if they don't come on board enthusiastically and things really take off!

Often a new team member will get involved with Agel and receive well-meaning advice from friends who have never built a network in their lives. If you want to know how to fly airplanes, you must get advice from an expert pilot. If you want to climb Mt. Everest, talk to someone who has already done it.

Likewise, if you want to build an Agel business, look at your sponsorship line and find someone who has already accomplished this. Those are the people to seek out for advice. Never take financial advice from broke people! The best coaches are successful people.



As you start your Agel Business, here are some questions to help you create a game plan that works for you:

- What kind of monthly income are you looking for?
- How many months would you be willing to work those hours in the development of that income?
- How many hours per week are you willing to commit in the development of that income?

Why is that level of income important to you?

- Pay down debt?
- Pay for your children's education?
- Live in a better house?
- Create a better retirement plan?
- Give more to the people or causes that are important to you?
- Have more fun?
- Manage your current monthly obligations?
- Drive a better car?
- Travel and see the world?
- To prove something to yourself or others?
- What would you do if you had that kind of monthly income from your Agel Business?
- Quit your current job and work for yourself?

Now that you've given some thought to what you'd like to accomplish with your Agel business, let's begin your training to make it happen!

Part 1

BUILD THE FOUNDATION (6 STEPS)

 **Step 1:**
Enrollment Completed

This could have been done online, or you might have entered your information on a paper application and given it to your sponsor. As long as you have a User ID and password, then you're covered. This means you have a spot locked in the structure, and your positioning is assured.

 **Step 2:**
Activation Order Placed

This is your first order of the Agel products. As a big business builder, this should always be the Agel Executive Kit. This gives you a good cross section of the Agel products, sets you up with three income centers, and qualifies you to earn in all aspects of the compensation plan.

Starting with the Executive Kit means you have enough products for your own use, samples to provide prospects, and extra inventory you can loan to your new team members while they are waiting for their own Executive Kits.

 **Step 3:**
Autoship Set Up

One of the most important aspects of your business is the autoship program. This is a program that ensures you never run out of product, and are always qualified for any commissions and advancements you earn. It is the engine that keeps your business operating smoothly. It also allows the company to forecast demand to better ensure that products are in stock and available.

Try out all of the products with your activation order, then set your autoship for the ones you love the most. It is critical that you use the products yourself and can testify to how amazing they really are. We often refer to this as your "Agel story." This is your personal testimonial of what the Agel products have done for you personally.

Don't think of this as an additional expense, because that is really not the case. Many of



the products you use are actually "transfer buying" for items you would have paid retail for from stores. Other products like FIT can actually save you money on your grocery bill. Other Agel products can provide you serious savings in medical and health care costs. Always buy from your own store and never have a "Brand X" product in your home that Agel provides.

To help you determine the exact needs of you and your family, we've included this convenient questionnaire. Please fill it out below and it will help you determine what's right for you. Your initial goal should be to build a 300 CV as quickly as possible. This is made up from your family's personal use, samples you give away, and customers you develop.

Each box of Agel products contain 30 servings, enough to supply one person for an entire month.

 **Step 4:**
Join the AgelCares Mission

Agel created the AgelCares Foundation to help give back to those in need around the world. Some of the recent projects include providing cleft palate and cataract surgery for children, helping veterans injured in the line of duty, providing school books in third world countries and providing microloans at leper colonies in India. Agel corporate pays

all of the foundation expenses, so everything you contribute goes to do this important work. When you set up your product autoship order, you can also set up a monthly donation to the foundation. Please do this now.

Step 5: **Set Up Your GelfFreedom.com Account**

Go to www.gelfreedom.com/system_buy.htm and set-up a website account. For a small monthly fee, this great service allows you to have your own personalized business website. Your website includes our proven prospecting system, complete with lead capture pages, audio and video tours, an email marketing system, a contact manager, a calendar, and much more. Your website also contains our primary recruiting tools, including the Cash Flow Class video, Safe is the New Risky video, and MLM Rock Star audio. There is no limit to how many prospects your system can handle. This is a valuable tool for sponsoring long distance and even in your hometown!

Step 6: **Order Your Business-Building Tool Kit**

As with any business, there are certain supplies that you will need in order to operate efficiently and effectively. In Agel you will succeed much more rapidly and better duplicate that success with your team if you utilize our proven tools.

These tools are designed to provide your prospect with authoritative information about the Agel opportunity in a professional manner. By using these third party tools, you don't have to be an expert in order to start having success. Just point to the tool and let it do its job. This allows anyone to do the business effectively without special skills, talents, training, experience, or educational background. You will find links to order these tools on www.AgelBusinessTools.com

Please complete:



EXO

Over 200 antioxidants, the equivalent of five servings of fruits and vegetables

a. How many people in your family need more fruits and vegetables?



MIN

The vitamins and minerals you need, and probably aren't getting in your diet.

b. How many people in your family need a vitamin & mineral supplement?



OHM

For physical energy and mental clarity.

c. How many people in your family have a need for more energy and focus?



FIT

An appetite suppressant without hunger cravings?

d. How many people in your family would like to lose a few pounds? Or a lot of pounds?



UMI

Food for your immune system.

e. Do yourself a favor and Google the active ingredient in this product called Fucoidan and then decide how many people in your family could benefit from this product.

continued »



HRT

Heart specific antioxidants like selenium and CoQ10 to help you maintain healthy cholesterol levels.

f. How many people in your family could benefit from this product?



FLX

Breakthrough formula for flexibility, and relief for joint and cartilage pain.

g. How many people in your family have joint pain, inflammation or mobility issues?



GRN

A phytonutrient rich product that is designed to cleanse, detoxify the body and support the digestive system.

h. How many people in your family need help with cleansing, detoxing and digestion?



AGELESS SKINCARE LINE

For Radiantly Beautiful Skin.

Antioxidants aren't just good for the inside, but for the outside as well, maybe even more important. Agel AGELESS is the world's first suspension gel technology skin care system. It is literally nutrition for your skin!

i. While this is more than a 30 day supply and we wouldn't recommend it for a monthly autoship, how many people in your family could benefit from this amazing anti-aging system?

Add up the total number of boxes in the questionnaire.

Total: _____

Now if you're like most people, you need and want a whole lot more boxes than you can probably order at the moment! That's okay. Based on the needs of your family and your current budget, decide which products you absolutely cannot live without. That's what you want for your autoship. (And know that you can change this at any time.)

Current autoship products:

"Wish List" products:

Part 2

GET CONNECTED! (5 STEPS)

Step 1: Login to Your Agel Back Office

Please log onto your account at **www.Agel.com** and select “member login” in the upper right corner.

Your username and temporary password should have been assigned to you by your sponsor at the time of enrollment. Look for it in the front of this booklet.

Enter them in the login box:



You can change that and correct anything else when you log in. Also, please enter your bank information so your bonus check can be electronically transferred to you each month. Go to “Profile”, then “My Account”, then “Commission Payout Method.”

List more than one payment option. That way if there is any problem with the first option, it will automatically go to the second one.

For multiple payment options, go to “Profile” then “My Account” then “Change Payment Method” in the menu. Or alternatively, “Profile” then “My Account” then “Edit” under billing information.

This will take you through a three-step process, in which you may:

- 1. Choose an existing payment method to edit or select “New” to create a new one.**
- 2. Choose your billing country. (This is in cases when the billing address is significantly different than the mailing or shipping address.)**
- 3. Enter billing information, including:**
 - a. Name and billing address**
 - b. Account information (credit card, bank account, etc)**
 - c. Priority. This specifies what priority the payment option will be when processing your orders.**

After that, just browse around and get comfortable navigating your back office dashboard through the navigation buttons on the left and the menu tabs at the top. Go to “Profile” and click “Dashboard” to return to the main back office dashboard at any time.

This is where you will go to manage your Agel business, including enrolling new Team Members, enrolling Preferred Customers, placing additional product orders, and managing your autoship orders.

Step 2: Get Plugged In!

Go to **www.AgeNetwork.com** and enter your name and email in the “Stay Connected” box. This means you will get updates, training newsletters and special announcements.



NOTE: You will get a confirmation email from the site administrator, to confirm that you have subscribed. It is important that you reply to this email or you will not receive the team updates!

Once you're registered, browse the site and get familiar with the various sections. This will serve as your main training site. You should visit this site at least several times a week, especially checking the team events going on around the globe. If you know people in these areas, you could send them to the event and begin expanding your business into new markets.

Step 3: **Watch the Tutorial on Where to Place Your New People**

When you begin with Agel, you'll build two networks, your left one and your right one. So you want to place your new people on the outside of each network.

Watch the short tutorial on how to do this at www.AgelNetwork.org/EnrollmentTutorial.htm

Click on "Training Library" and watch the "Enrolling a New Agel Team Member" video.

Step 4: **Buy your tickets for the next Agel Power Training in your area**

This is the monthly training event in each market. Check with your sponsor for ticket information and location. Get five or ten tickets and find prospects to take to the event.

Step 5: **Book Yourself for the Next Major Event**

We have major events taking place three times each year to help you grow your business. These events offer you information-dense training on the best ways to build your business. Some are only for the higher rank team members, such as the International Leadership Summit (ILS). Others (like Agel World, "I Am Agel," Mastermind and Go Diamond Weekend) are for everyone, to help them reach those higher ranks.

These major events are an opportunity for you to connect with the leaders in markets in which you may have some contacts, and would love to have a group in. So whether you want to only build in your home country alone, or you want a business around the world, you simply must get to these.

Frankly the people who attend these events have a serious head start on those who don't. You simply can't find any other substitute for being at these events live, talking to top producers and Agel corporate executives personally, asking questions, networking during breaks, and immersing yourself in success programming with the best and brightest people in the Agel universe.

These are the kinds of programs that you would pay hundreds or even thousands of dollars, pounds or Euros for if you could find something like it in a public seminar. (Which you can't.)

To register, go to www.AgelNetwork.com and look for the box on the home page that says "Next Major Event" and click that box.

Part 3

BLAST OFF! (3 STEPS)

Now your set-up work is complete and you're ready to start building. It may sound ironic, but it is actually easier to build the business fast, than it is to build slowly. When you start fast, you create excitement and momentum that spreads down your group. And by getting into a positive cash flow quickly, you set the tone for your team and create an exciting demonstration of success for prospects. Follow these steps to get started fast.



Step 1:

Complete Your Candidate List of at Least 200 Names

This is a very important step. Don't skip it and do it halfway. Just start writing down the names of everyone you know. Don't try to prejudge: "Well, he makes a lot of money; he won't be interested," "She's not a sales type; she wouldn't look at this," etc. A mistake like that can cost you tens of thousands of dollars down the road. So do not prejudge, just get down the names.

On your list there will likely be three or four Diamond Directors, five or six Corporate and Senior Directors and numerous Directors and Managers. There are also likely to be 30 or 40 people who are not looking for a business opportunity at the moment, but will want to use the products as a preferred customer. We don't know who's who—and it's almost never who you think it is.

Don't be emotionally tied to the outcome. Most people say they want success, but aren't willing to do the work it requires. So don't worry about how many say no. You're looking for the serious people that want to do something with their lives.

Begin with the following "memory joggers" list. Then look through the business cards you've collected. Go through your address book and your holiday card list. Finally, skim through the business telephone directory and scan the occupations as a reminder. Start with accountants, barbers and contractors, and go to x-ray technicians and zoologists.

Don't make the classic mistake of thinking of five or six people who you think will be interested and stopping there. You will certainly be disappointed. Make sure you get down at least 200 names so we can let people sort themselves into the right categories.

PROSPECT MEMORY JOGGER

▶ People you pay regularly:

Make a list of the people you pay on a regular basis, such as every week or every month. For starters, list your service station owner, dry cleaner, hair stylist, personal trainer, etc.

▶ People you pay occasionally:

This list might include your pharmacist, plumber, decorator, clothing store clerk, furniture dealer, carpet cleaner, etc. Include anyone you buy from now and then.

▶ Professional people:

Think of the professional people you deal with frequently, such as doctors, attorneys, dentists, clergy, teachers, etc.

▶ Organizations you belong to:

What about the church, temple, or synagogue you go to, the clubs you belong to, and the association meetings you attend?

▶ Friends, neighbors & relatives:

This is a huge list, probably numbering at least 100 or 200 by itself.

▶ School classmates:

What about the people you went to school with? Don't forget any continuing education, trade schools, or professional schools that you may have attended. With the Internet, all these contacts are now just a click away.



► **Previous Jobs:**

In your last job you have a circle of friends and acquaintances with whom you used to work. Also, you must know people whom you used to think of as competitors, or who were in a competing business at the time.

► **Recreation:**

Do you play golf or tennis, swim or play softball? Are you in a fantasy sports league? Think of the people you enjoy these activities with.

► **Military:**

If you served in the armed forces, think of the men and women you served with there. You probably have a strong bond with many of these people.

► **Business Cards:**

Go through that collection of business cards you've been gathering in your desk or junk drawer!

► **Cell Phone Contacts:**

Have you checked how many names you have in your cell phone lately? Be sure and get these people on your prospect list.

► **Online Relationships:**

Who are your friends on MySpace, Facebook, Twitter and other social media sites? Many of these people could be helped with Agel. (Note: Don't send out mass spam messages or group postings, but do initiate conversations with people that you have a relationship with. Show people the same respect online as you would offline.)

WHOM DO YOU KNOW. . .

- who looks like Tom Cruise
- who just quit smoking
- who just moved away
- in politics
- that you met on a plane
- who flies planes
- in radio / TV
- who looks like Julia Roberts
- who needs extra money
- at the gym

WHO IS YOUR. . .

- mail carrier
- newspaper carrier
- dentist
- minister/rabbi/priest
- florist
- lawyer
- accountant
- insurance agent
- congressperson
- pharmacist
- chiropractor
- veterinarian
- favorite waiter/waitress
- butcher/baker/candlestick maker
- bank officer
- printer
- travel agent
- hair stylist
- photographer
- architect
- exterminator
- dry cleaner
- mechanic
- landlord
- grocer
- carpet cleaner

WHO IS RELATED TO YOU...

- Parents
- Grandparents
- Sisters/Brothers
- Aunts/Uncles
- Cousins



Step 2:

Expose at Least 100 People to Agel Your First Month

Agel is perfect for everybody – but everybody is not perfect for Agel. Some people are not looking for a business opportunity right now. Others want an opportunity, but aren't willing to do the work. Yet others will become product customers, but not do the business. It's all good. We just need to sort them out. The best approach is a multi-pronged one, creating lots of traction.

1. Safe is the New Risky DVD (Use the actual DVD or long distance, send them to your GelFreedom.com site)

For those who you know casually or those who might have a closed mind.

2. Cash Flow Class (Invite them to an actual class, give the DVD or long distance, send them to your GelFreedom.com site)

For everyone else

One of your very first goals should be to qualify for President's Club your first month in the business. (Sponsoring ten people into the business within 30 days qualifies you for this.) This gets you on the track to fast growth, recognition on the stage and in the Agel newsletter, and sets the perfect example for your team.

By reaching this level you're certain to have some serious people and get some good traction going. You can't really evaluate your progress with Agel until you've given at least 100 people a chance to look at it. This is done mainly by hosting Cash Flow Classes, supplemented with a few other strategies to give people a chance to view the Agel opportunity.

You'll notice that our system is set up to use third party tools to showcase Agel, instead of you actually making the presentations. You want to be the messenger, not the message, because that is where you will get the most

duplication long-term. The secret is getting candidates in front of the message with passion, intensity and urgency. Here's how you get started...

Host Your First Cash Flow Classes...

The foundation of recruiting is the Agel Cash Flow Classes. These are informal get togethers where you can invite the key people you would like on your team to preview the opportunity. They can be done in your living room, at a banquet room in a restaurant or a clubhouse. They are very simple to do, because basically you just welcome people, do some dream building from the Facilitator Guide, and then play the Cash Flow Class DVD. In today's economy, cash flow is king, and this presentation addresses that. It's an informal, fast-paced and fun look at how you can build a cash flow machine with Agel.

The cash flow class format is very compelling to prospects, and they're actually eager to attend. Many guests actually bring guests of their own, without even being told. It just seems to be the kind of event where you want to bring along your posse.

There is a printed invitation you can mail to people, or simply use as confirmation once you've invited them. They definitely create a positive vibe for the event.

We have also created a worksheet that guests work along with during the video. There are a few questions to set the tone, then you start the video and let it work its magic. The worksheets keep people paying closer attention, staying actively involved and helps retention afterward.

The video covers the science behind suspension gel technology, shows all nine ways to earn in the compensation plan, demonstrates the credibility of the corporate team and company, stresses the support structure in place and encourages the prospect to get started right away. The video comes in just short of 30

minutes, so the entire Cash Flow Class can still be done in an hour, including enrollments.

David Bach, Robert Kiyosaki and other financial planning experts have been recommending creating cash flow for years. And the current economy has millions of more people looking to do just that. So this new format has struck a nerve in the marketplace and you'll find it a lot easier to get people to attend.

Best of all, the class is completely duplicable. When prospects see the video and worksheets, they realize they could duplicate it the very next night if they desire to!

Also for people long distance or who won't come to a class, you can simply send them the DVD and worksheet! This is a MAJOR step forward in your ability to duplicate fast. You can also send them a link online. (More about these two options in a minute.)

Tips to have a successful Cash Flow Class...

- Use the printed invitations
- Invite at least 15 people
- Use the worksheets and "plug and play" DVD for maximum duplication
- Send out text reminders
- Do three within a week or 10 days when you first launch your business
- Talk up President's Club
- Invite with passion, intensity and urgency
- Stress your commitment and goal of qualifying for President's Club

Just because five or six people assure you they are coming to the class, don't stop there. You want to invite at least 15. Some will have things

come up at the last minute, others may forget. The bigger the class is the better the energy. And for every ten that promise to attend, maybe only six or eight actually make it. Of those, perhaps three or four will join. That could make for \$600 or \$800 in First Order Bonuses for an hour inviting and one hour conducting. That's a great return in today's economy. But the more you invite, the better your results will be.

Here are some guidelines to conducting the most effective Cash Flow Classes:

Prior to the class:

- Look over your prospect list to determine your best prospects and invite them to attend. A phone or personal invitation confirmed with the printed invitation with directions will work best. Let them know you are having the "Grand Opening" of your new business and want them to see what it is all about.
- Don't get drawn into a lot of questions. If they ask, let them know the name of the company is Agel Enterprises, and that you have a special video presentation that you want them to see. Explain that you are brand new yourself, but the presentation will provide the answers they are seeking.
- Remove all distractions before presentation (phone, pets, children, etc.)
- Do not set up the furniture in the home for a meeting. Keep everything normal, and only move chairs in or around as necessary when people arrive.
- Provide only small bottled water (no alcohol) and light snacks if you desire.
- Have packets prepared for each guest, but keep them out of sight.

The Actual Class

- ◆ Welcome people as they arrive and seat them comfortably. Introduce guests to each other and start some friendly social conversation.
- ◆ Start within five or six minutes of the scheduled time. Do not talk about people who are late or did not show. Concentrate on those who are there.
- ◆ To begin, welcome everyone officially and thank them for attending. Hand out the worksheets and take attendees through the first three questions to start the dream building process. Let them know they will be watching a presentation from a multi-million-dollar producer, who is an expert in this business.
- ◆ Play the “Cash Flow Class” DVD.
- ◆ Don't be running around the house during the presentation. Stay seated and watch the presentation with your guests.
- ◆ If others arrive late, don't start over. Let them know that you will catch them up later privately.
- ◆ When the video finishes, hand out one follow up information packet for each guest.

This should include:

- ▶ The “Special Report”
 - ▶ Product samples
 - ▶ Two Agel story CDs
 - ▶ Paper application
- ◆ Now is the time to answer questions. If your sponsor is there or calling in, direct the questions to them. If s/he are not there, use the tools for answers.



Example: If they have questions about the compensation plan, direct prospects to the appropriate sections in the Special Report.

- ◆ When you see someone is quite interested, ask them if they get it. If they respond positively, ask them if they are ready to get started.
- ◆ Sign up those who are ready to get started. Send them home with their own copy of this Agel Business Plan.



- ◆ For those who are not ready to get started, schedule the next interaction. This may be attending an Agel Money Mixer, Power Training, getting them on a three-way call, or just following up with more information in a day or two. Remind them that positioning and timing are important and they should do their homework fast. You may want to follow up with a phone call the next morning.
- ◆ Help your new team members schedule their own Cash Flow Class series and start duplicating the process!

A few things to create a successful experience:

- ◆ Start on time and be brief.
- ◆ Don't over talk the business. Let the tools do the work.
- ◆ Be professional and dress the part.
- ◆ Provide notepads and pens for your guests to write with.

Contact your long distance people...

Because Agel does business all over the world, you can build a network where the sun never sets upon it! So don't forget to contact the people that live far away from you. This can be done online or offline, depending on your preference.

For the online option, use your account at www.GelFreedom.com. This allows you to email links for the "Cash Flow Class" to prospects. It's very effective for people in other countries where shipping is a hassle.

For other candidates, you can mail a copy of the Cash Flow Class DVD along with the worksheet. We recommend using priority mail or a similar type of expedited delivery. It's also better if you call your prospects and alert them you have something important coming to them. Create a sense of anticipation on their part and get off the phone quickly. Don't get drawn into a bunch of questions. Let them know you just have a minute and that the package will be there soon and explain everything. Also let them know you will be calling back to follow up.

Also include a brief hand-written note creating urgency. This step works well for people you know, and they know you, but perhaps you don't have strong influence with, or haven't had close contact in a while. Often these are old schoolmates, former neighbors, and others on your holiday card list.

Keep a look out for sharp people every day...

Stay on the lookout for sharp people and always have Agel in the back of your mind. Always carry a few “Safe is the New Risky” DVDs in your purse, briefcase or the car. Then when you meet someone that impresses you in your day-to-day life, you have the first step tool to give them on the spot. So if it’s a flight attendant, waitress, or store clerk that seems sharp, you can give them a chance to learn about Agel.

Also, keep 10 or 20 copies of the Special Report in your car. Then whenever you’re at a place where people congregate, leave five or ten copies. Ideal places include the brushless car wash, hairstyling salons, doctor and dentist offices, hotel lobbies, coffee shops, and repair shop waiting rooms. Even at ATMs on evenings and weekends can be good. This is lower yield than the above methods, but can bring you people you don’t know yet, and works for you around the clock.

People with network marketing experience...

For people who are in network marketing or have been involved in the past, send them to the “MLM Rock Star” tour on your GelFreedom.com site. It is particularly effective for those who have not reached the success they were hoping for. Be sure and follow up right away.

**Step 3:****Repeat the 100 Exposure Process in Month Two**

Exposing Agel to at least 100 people your first month is usually enough to qualify you at the prestigious President’s Club designation. Repeat that for another month or two. Your desired outcome is to get at least ten serious business builders. This will put you well on your way to Diamond Director.

This doesn’t mean you have to sponsor hundreds of people, or even make that many presentations. Just that you have to give them an opportunity to look at Agel to see if they are interested. It’s important that you get a large number of people looking at the business, to ensure you get enough business builders to get into traction right away.

After your first couple of months of exposing Agel to 100 people, you can then settle into your daily method of operation, exposing a few people a day for each day you do the business. This consistency will keep your network growing solidly.

Final Thoughts

Plan your week...

The secret of rapid growth with Agel depends on how you spend the ten to 15 hours a week you have allocated for your business. You want to include as much real business building activities as you can, and minimize “busywork.” Mark your calendar for the Leadership Training Update each week on www.AgelNetwork.com For the bulk of your remaining time, you want to concentrate your activities on business building activities like meeting people, prospecting good candidates, conducting Cash Flow Classes, and attending Agel Money Mixers. These are the “rainmaker” activities that create growth in your network and your bonus check.

You should participate in at least two Cash Flow Classes each week. That is the fastest way to grow your business in a limited amount of time. It brings in new team members quickly and is easily duplicated by them.

Set Your Goals

You must decide what you want to do with your Agel business. Are you just interested in getting your products for free? Are you looking to make a few hundred dollars to cover your car payment? Or do you want to develop complete financial freedom? To reach your goals, you must first determine what they are—then set a timetable to reach them.

Because Agel is a wellness company, we also recommend you set a wellness goal. You could decide to lose weight, quit smoking, or start an exercise program. Challenge yourself with a goal that will make you healthier, and be a good example of what results Agel can bring to your prospects.

Write them down...

Goals are a dream with a deadline. That means they must be written down. You also want to make sure they are specific and measurable. The average person, following a system, can achieve financial independence in this business



during a two- to four-year time period. Think about what you want to do right away; then think about what you'd like your two- to four-year plan to be.

Dream build with your spouse or your sponsor. Reawaken those wants and desires you used to have—but probably got lost somewhere along the way. Sometimes we get so busy in the bustle of everyday living that we lose sight of our dreams. It's important that you discover your “burn”—that smoldering desire that will keep you focused and motivated during the early development stages of your Agel career. Then fill out the goal form next.

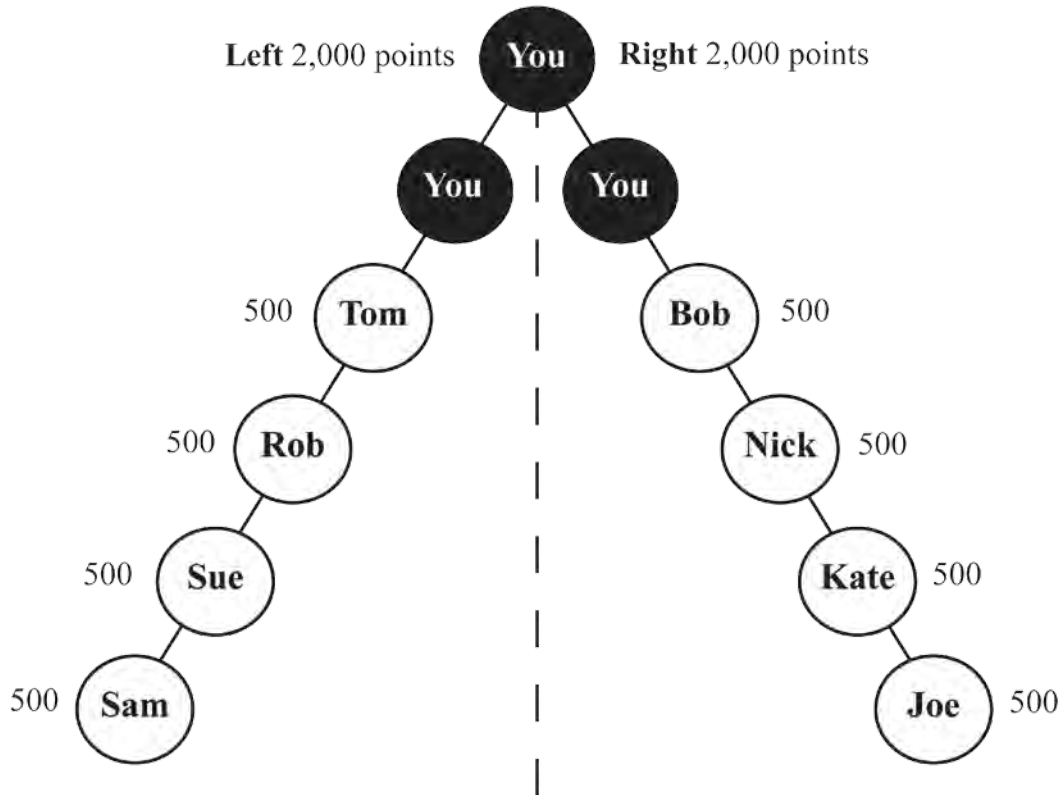
Get to Supervisor!

The first rank with Agel is Supervisor and you want to reach that as quickly as possible. Ideally this should be done in your first week or two, as it only entails 1,000 CV in each of your two networks. If you're serious, you can do this in only a couple days.

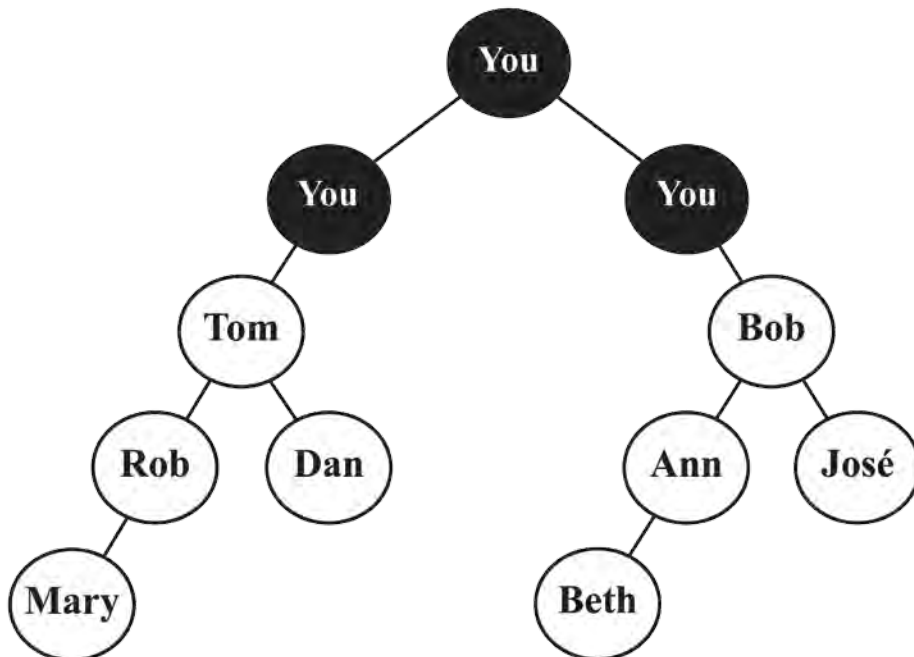
Then set your goal to reach Manager rank as quickly as possible. To achieve this you must have 2,000 CV points in your lesser leg (refer to the Agel Compensation plan). In your first month, this means at least four new Executives in each side of your business. They do not all have to be sponsored by you. For example you could sponsor one person who sponsors three others, or two people who each sponsor two.

Many people will achieve this within their first one to three weeks with a solid Major Blast. By achieving Manager in your first month, you set the tone for your team and create excitement and momentum.

Being a manager can look like this in your first month:



Here is another example of how this can work:



Goal Worksheet

My wellness goal is _____

I would like to use the Agel products to achieve _____

The reason I started my Agel business is _____

At the end of my six-month training period, I would like to be earning \$_____ a month.

I will qualify for President's Club in the month of _____.

I will reach Supervisor rank by: ____/____/____

I will reach Manager rank by: ____/____/____

I will reach Senior Manager rank by: ____/____/____

I will reach Director rank by: ____/____/____

My two-to-four-year plan is: _____

(Make a copy of this page for your sponsor)



“Go Core”

The people who reach success with Agel are the ones who make commitments and stick to them. Please read and sign the “The Ten Core Commitments of an Agel Leader” form on the next page. It sums up the ten key commitments that create a successful business.

These core qualities are what separate Agel leaders from the people who drop by the wayside and never reach long-term success in the business. Practicing all the core qualities isn’t easy—it’s not supposed to be. But you must practice them all if you’re truly interested in building a network where others have the same opportunity for success as you.

“Going Core” means doing all ten actions, not just the ones you like. It also takes a substantial investment in yourself. But you will discover that the people who invest in “Going Core” reach dramatically higher levels of success than those who don’t. As a leader committed to empowering others—you have a responsibility to go core yourself, and create that culture in your organization.

Escaping The Rat Race Forever...

To really reach success with Agel, you must decide. Nothing can stop you if you truly decide to make your Agel business a success. You’re about to change your life for the better. Even more, you’re about to empower many others to live a better life as well. You’re embarking on a career of challenge, adventure, and growth. There is no final destination, but rather, a continuous journey of contribution. You have a one-way ticket out of the rat race and toward the lifestyle of your dreams.

Your future path will not be easy—it’s not supposed to be. But it is simple. Follow the system, counsel with your sponsor and do the work, ten to 15 hours a week—and you will get to where you want to go. Success is attainable if you know what to do—then consistently approach it step-by-step.

This Business Plan is your road map for productive action. Your sponsorship line and Agel have a vested interest in your success. We are here for you and we look forward to helping you live your dreams with Agel.

Welcome to the team!



The Ten Core Commitments of an AGEL Leader

I _____ am making a commitment to my sponsor, Agel, and most importantly myself, to “Go Core” and pursue the AGEL opportunity with the fullest intention of success. I am approaching my business with a business mindset. I recognize that my first six months are a learning experience and that the AGEL opportunity is a two- to four-year plan. So I will work at least ten hours a week on my business for one year and then evaluate it accordingly.

I hereby commit that I will:

1. Build a 300 CV Circle. (Use all the products yourself, be on autoship, develop a customer base from the people not interested in the business. Your goal is to get to at least 300 CV comprised of your personal use, samples and preferred and retail customers.)
2. Stay Connected with the Team System. (Participate in the weekly Leadership Training Updates, transfer information to your front line people, and keep the system sacred for maximum duplication)
3. Launch my Business with a “Major Blast.” (Get at least 100 candidates in your prospecting funnel the first month so you qualify for President's Club. This ensures that you'll find some “runners” and create excitement and momentum.)
4. Get a Workout Partner to hold each other accountable. (Give them your daily/weekly goals and talk at least once a week)
5. Build a Strong Cash Flow Class culture on my team. (Starting part-time, make sure you do at least two Cash Flow Classes a week. This will demonstrate a positive example for your team to follow.)
6. Host or Support a monthly Agel Power Training. (If there is not one in your area, ask your sponsor when would be appropriate to start one. In the meantime, travel to the nearest one.)
7. Work the “Agel Business Plan” with all my Personal Enrollees.
8. Attend and Participate in all the appropriate Corporate and Team Events. (Bring prospects, help out, be on time, sit up front, dress professionally.)
9. Practice Daily Self-Development. (Start each day with at least 30 minutes of positive personal growth time.)
10. Do the Right Thing at all Times. (Tell the truth, edify others, honor other team members' prospects, do what you promise)

I commit to “Go Core,” live by these principles, and be here one year from now!

Signature

Date

(Make a copy of this page for your sponsor)



Welcome to Agel™

PEOPLE CREATING PROSPERITY

AGEL BUSINESS PLAN