

# 48- Hour Assignment

Your first 48 hours as a FreeLife Marketing Executive (ME) help set the stage for your success. Therefore, it is vitally important that you immediately begin building your business the right way and set a game plan that will enable you to achieve your goals. The first step in that process begins with your 48-Hour Assignment.

Immediately after enrolling into the business as a FreeLife ME, it is extremely important that you complete the following sheets marked "48-Hour Assignment." These must be completed before meeting with your Enroller or Support Line for your 48-Hour Training. The 48-Hour Assignment consists of developing your goals, determining what hours you can work your FreeLife business on a weekly basis, and developing your prospect list.

Success in FreeLife occurs when you consistently take action on the fundamentals of success that have been proven to work in the short and long term. The 48-Hour Assignment is one of those fundamentals that can have a powerful impact on your business and is something that you will want to duplicate with each new ME that you enroll.

# Getting Started Training

## Become a New Marketing Executive or Customer

- As a FreeLife Marketing Executive you are able to purchase products directly from FreeLife and also have the ability to earn income. There are 2 ways to become a FreeLife Marketing Executive (ME); by mailing or faxing in a completed ME agreement or by enrolling online.

The cost to become an ME is \$35.00. As a FreeLife ME, you will receive a Business Kit with your first order as well as a personalized Website, and a subscription to the *Living The FreeLife* newsletter.

- If you are not interested in earning income as a FreeLife ME, you can enroll strictly as a Customer at no cost. You will receive a FreeLife catalog and a subscription to *Living The FreeLife*.
- To become a Customer, you need to complete and mail in a completed Advantage Customer Application or you can enroll online.
- Use the Customer Application to enroll on FreeLife's Advantage Customer Program. This will save you 30% off the Retail price of all FreeLife's products. The Customer Application can be found on FreeLife.com. You can also enroll as an Advantage Customer online.
- ACH Application - You can pay for your account orders through your checking account using ACH (electronic checking) if you have registered for this pay method option. An ACH Application Form can be found and printed by clicking on the FreeLife Forms and Documents link, located in the ME Services section. (You must signup with FreeLife to have access to this private section.) Or, you can register for ACH by calling our Order Line at 1-800-882-7240 and use it immediately to place an order. Please have a check available to answer a few questions.

# Choose Your Advantage Customer Program

## Why become an Advantage Customer (AC)?

- 30% Savings Off Retail.** As an Advantage Customer, you will save 30% off the retail on every order for as long as you are an Advantage Customer. This can save you hundreds to even thousands of dollars each year. You can become as Advantage Customer by mailing or faxing in a completed Advantage Customer Application or by enrolling online.
- Customized Convenience.** You can customize your backup order to meet your needs or simply call in your order between the first of the month through the 20th of the month.
- Product Belief.** Your success in FreeLife will be directly related to your enthusiasm and passion for the products. The AC Program ensures you get the maximum benefit from FreeLife's products because you'll never run out.
- "Emergency" Backup Order.** If you ever forget to order, your customized backup order will automatically be shipped to you by FreeLife. This ensures that you never miss out on a check.
- Business Foundation for Residual Income.** FreeLife Advantage Customers have a significantly higher reorder rate than those who are not Advantage Customers. To get the best results, you must use the products everyday and this program makes it very easy for that to happen. The more Advantage Customers you have in your FreeLife Organization, the more reorders you will have resulting in a higher commission check.

## BENEFITS

### AC 35 Program

- Buy product at Wholesale
- Paid on two levels of people purchasing under you

### AC 100 Program

- Buy product at wholesale
- Automatically paid on THREE levels of people purchasing
- 20% rebate of PV over 100 points
- Qualify to Get paid on the Quick Start Program, each month
- Qualify as a Director and above
- \*\* other qualifiers required to be a Director or above
- Most you ever have to buy in a month, even at top pay levels
- Qualify for the incubation feature of enrollment placements
- 1 Case of Goji a month is all that is required to build a business
- SIMPLE, EASY, PROFITABLE, DUPLICATABLE

# How Does the Advantage Customer Program Work?

You have from the first of the month through the 20th of the month to place an order(s) totaling at least the point amount of the AC Program in which you are enrolled. If you do not, FreeLife will conveniently ship out your pre-selected backup order to you so you never run out of product.

If you do place an order(s) by the end of the 20th of the month totaling at least the point amount of the AC Program you are enrolled on, FreeLife will not ship out your pre-selected AC backup order.

*EXAMPLE:* If you are on the AC35 program, you have from the first of the month through the 20th to place an order of at least 35 points. (If you are an AC100, you will need to place a 100-point order by the 20th of the month.) If you do, FreeLife will not ship out your pre-selected backup order. If you do not place an order of at least 35 points (100 points if an AC100) by the 20th of the month, then FreeLife will ship out your pre-selected backup order.

Your backup order is not sent until your second calendar month on the AC Program. Therefore, if you are joining FreeLife, you will need to place your first order to receive products in the month you enroll on the AC Program.

# The 48-Hour Assignment

**IMPORTANT – Please complete the following with every ME you enroll:**

- 1.** Schedule an appointment for your new ME's 48-Hour Training. This should be no later than 2 days from the current day and can be done in person or over the phone.
- 2.** Review the 48-Hour Assignment and let your new ME know that he or she must complete this before their 48-Hour Training. The 48-Hour Assignment is available on FreeLife.com. If possible, have a copy on hand to give to your new ME when he/she enrolls.
- 3.** Tell your new ME not to speak to anyone until the 48-Hour Training is completed. Often times new MEs will immediately go out and start telling people about FreeLife before they really know what to say. You can turn off your best prospects before you even had a chance if you talk to people without knowing what to say. Don't say a word until you have had the 48-Hour Training with your Enroller.

## Why is the 48-Hour Assignment so Important?

- It develops immediate focus.** When a new ME gets started, there is a tremendous amount of information they may think they have to learn right away. There are many things that can side track a new ME from doing the things that will have the greatest impact on their business. The power of the 48-Hour Assignment is that it immediately focuses the new ME on information and actions that will create a strong foundation for a very successful start.
- It provides a Game Plan.** It is vitally important that a new ME always knows what the next step is to building their business. The 48-Hour Assignment sets the groundwork for developing a plan of action for a new ME's first 30 days.
- It provides a deadline to complete the next step.** By giving your new ME the 48-Hour Assignment to complete, you are giving them a deadline to complete certain things necessary for a successful kick-off of their business.

## 48-Hour Assignment—All About Goals

Please complete the following prior to your 48-Hour Training:

- Personal Goals     Time Management     Prospect List

**IMPORTANT: Do not contact anyone until after your 48-Hour Training**

### A. Develop Your Goals in Writing

Does goal setting really work?

**Let's look at a study conducted with the Yale Graduating Class of 1953.**

- 3% had put their goals in writing
- 97% had incomplete goals or none at all!

**Twenty years later these same people were revisited.**

- The 3% who set goals had 10 times the incomes than the other 97% *combined!*

*There is NO DOUBT about it. Goal Setting Works!*

- ✓ *Dreams become goals when they are written down.*
- ✓ *Find a goal big enough to inspire you, something that will cause you to unleash your power.*
- ✓ *Goals give you a vision that keeps you pressing on.*

**"The greatest thing in this world is not so much where we are, but in what direction we are moving."**

*Oliver Wendell Holmes*

**"Whatever the mind of man can conceive and believe, it can achieve."**

*Napoleon Hill*

## 48-Hour Assignment—Setting Your Goals

**What's Important to You?** (Circle all that apply)

Early Retirement	New Car	Vacation Home	Favorite Charity
New Home	Travel the World	Helping Family	Children's Education
More Family Time	Debt Free	Time Freedom	Financial Security

Others:

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Dream. You just won the lottery for \$5 million. In order of priority, what would you do or buy with that money? (Be specific)

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What is your most important goal in FreeLife?

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My monthly income goal in **3 months** is \$\_\_\_\_\_.

My monthly income goal in **6 months** is \$\_\_\_\_\_.

My monthly income goal in **1 year** is \$\_\_\_\_\_.

My monthly income goal in **3 years** is \$\_\_\_\_\_.

# 48-Hour Assignment—Managing Your Time

Please complete this form using the codes listed below to determine your weekly time commitment.

W = Work

R = Recreation/Family Time

F = FreeLife Time

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00–7:00 am							
7:00–8:00							
8:00–8:30							
8:30–9:00							
9:00–9:30							
9:30–10:00							
10:00–10:30							
10:30–11:00							
11:00–11:30							
11:30–12:00 pm							
12:00–12:30							
12:30–1:00							
1:00–1:30							
1:30–2:00							
2:00–2:30							
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9:00–9:30							
9:30–10:00							
10:00–10:30							
10:30–11:00							

# 48-Hour Assignment—Your Warm Market List

## B. Develop Your Warm Market List

Your warm market consists of people that you know on a first name basis. If you discovered a gold mine with an unlimited supply, who would you tell about it first? Your family? Your friends? That's the mindset you must have when telling your friends and associates about your FreeLife business—that you are offering them a gold mine. How much gold they mine is entirely based on their desire and effort. Your objective is to give people the information about FreeLife—tell them where the gold mine is—and then it is in their hands as to what they do with it. Always remember that you are offering people the gifts of Health and Wealth.

**Let's look at some misconceptions about making a warm market list:**

**Misconception #1.** *"I have to know the business well before I can approach anyone."*

**Answer #1.** That's what your enroller and support line are for. They are there to teach you the business and assist you in prospecting and presenting the FreeLife opportunity.

**Misconception #2.** *"I have to be successful first."*

**Answer #2.** Stories are one of the most powerful concepts to understand in the FreeLife business. People will be moved more by a product testimonial or success story than anything else. When you are new and don't have a strong business success story, use the stories of your support line. Use the Success Stories from the Make Money section of FreeLife.com or the *Living the FreeLife* monthly newsletter. And remember, your most effective tool is your enthusiasm.

**Misconception #3.** *"I don't know many people."*

**Answer #3.** The power of the FreeLife opportunity is that by working with a few people, you can get paid from the efforts of many. So it's not necessarily who you know, but who they know and who they know. Think of all the new people you come in contact with during the course of a day. Do you think some of them may be interested in becoming healthier and wealthier. Of course! You literally have an endless supply of potential prospects.

**Misconception #4.** *"I don't want to contact my friends."*

**Answer #4.** We are not in the business of convincing. We want to connect with people and show them how FreeLife can benefit them. You are simply giving them the information to decide if FreeLife is right for them at this time in their life. Besides, what's the worst thing that can happen? They say they're not interested.

## The DOs and DON'Ts of Making a Warm Market List

DO make your list as long as possible

- It's your game plan.
- The longer your list, the greater your posture. If you have a list of only ten people and the first five say no, you may begin to feel pressure to enroll someone and that will make you less effective. However, if you have a list of 100 people and the first five say no, you have 95 people left to contact and will not feel like you have to enroll the next person.

DON'T ever prejudge anyone

- You just never know who will be successful. Besides, they may end up in someone else's Organization if you do not contact them.

## Steps to Developing Your Warm Market List

1. Use the memory jogger to make a list of **at least** 50-100 people that you know on a first name basis. Use the Prospect List sheets to record your list. Begin developing your database of e-mails that you can use to keep all your prospects up-to-date on your FreeLife business.
  - In addition, you can use the Yellow Pages as a memory jogger. Start with the letter A and ask yourself, *"Who do I know who is an accountant, a banker, a carpenter...?"*
2. In the left column of your Prospect List, identify those people who:
  - Are **Successful (S)**. This means people who are good at what they do, whether it's as a businessperson, teacher, doctor, or truck driver.
  - Are a **"People" Person (P)**. People who have many friends and are the life of the party.
  - You have **Strong Influence with (I)**. This is usually a very close friend or relative.

# 48-Hour Assignment—The Memory Jogger

## Memory Jogger

### *Who do you know who is a...*

Golf Pro	Physical Therapist	Chemical Engineer	Student
Accountant	Electrical Engineer	Bartender	Bank Manager
Fire Chief	Computer Programmer	Business Manager	Word Processor
Police Officer	Car Salesperson	Politician	Teacher
Social Worker	Actor/Actress	College Professor	Police Chief
Podiatrist	Airline Pilot	Carpenter	EMT
Flight Attendant	Business Owner	Network Marketer	Printer
Baseball Player	Video Store Owner	Basketball Player	Attorney
Pediatrician	Group Home Manager	Football Player	Chiropractor
Bank Teller	Real Estate Agent	Nurse	Receptionist
Lab Technician	Telephone Lineman	Surgeon	Architect
Anesthesiologist	Company Executive	Radio Announcer	Secretary
Contractor	Electrician	Office Manager	TV Reporter
Plumber	Restaurant Owner	Journalist	Dancer
Photographer	Artist	Plant Foreman	Salesperson
Musician	Financial Planner	Graphic Artist	Veterinarian

### *People in your life...*

<b>Relatives</b>	<b>Who Is Your...</b>	<b>Who Is Your...</b>	<b>Who Is Your...</b>
Parents	Hairdresser	Optometrist	Neighbor
Grandparents	Doctor	Dry Cleaner	Day Care Provider
Brothers	Attorney	Barber	Insurance Agent
Sisters	Mechanic	Supervisor	Counselor
Aunts	Minister	Pharmacist	Landscaper
Uncles	Mailman	Dietitian	Aerobics Instructor
Cousins	Best Friend	Children's Pediatrician	Accountant

***Who sold you your...***

House

Car/Truck

Furniture

Boat

Business Clothes

Office Supplies

Vacuum Cleaner

Kitchen Appliances

Computer

Carpets/Tile

Curtains

Storm Windows

Aluminum Siding

Vacation Package

Air Conditioner

Groceries

Jewelry

Telephone System

Lawnmower

TV/Stereo

***Who...***

is on your Christmas list

do you see at the gym

is very ambitious

is the life of the party

is considered a leader

is looking for a new profession

is known by everyone in town

is a consultant or trainer

was in your wedding party

is in a high profile job

runs a local deli

runs a local bagel shop

do you play cards with

are your college friends

is active in your church

is a prominent business owner

do you respect a great deal

are your parents' friends

recently had children

already takes vitamins

are friends of your children

***Who...***

is from an old job

teaches your children

is a fashion model

are your golf partners

has a booming business

is in a Fraternity/Sorority

wants more out of life

has a very stressful job

is from civic activities

is President of PTA

rides to work on the bus

edits a newspaper

do you go to games with

is friends with the family

is health conscious

often seems tired

wants to lose weight

is active in local politics

likes to exercise

