



 MAX INTERNATIONAL®

# Max Action Plan



# The Max Action Plan

Your Guide to Success and Empowerment as a Max Associate

*The secret of getting ahead is getting started. The secret to getting started is breaking your complex overwhelming tasks into small manageable tasks and then starting on the first one.*

—Mark Twain

Thank you for joining the Max team and adding your talents and energy to ours. We look forward to partnering with you and helping you achieve what matters most to you.

Following Mr. Twain's advice above, your first manageable task as an Associate is to review this Max Action Plan. We prepared this booklet for new Associates as a go-to guide for all things Max. It outlines the essential tasks you need to accomplish as you get underway, beginning with steps you should take in the first 48 hours. We'll be with you every step of the way.

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## Section 1: Getting Started

*Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible.*  
—Saint Francis of Assisi

Our most successful Associates will tell you that your first 48 hours as a Max Associate is the time to establish important business-building habits and harness the excitement you have for this opportunity. The following are the most important things all new Associates can do as they begin their Max business. Try to do them all in your first 48 hours.

### My First Day

- Read this Max Action Plan
- Schedule time to meet with my Sponsor
- Review the Starter Kit
- Enroll in AutoShip (recurring monthly order)
- Order a Business Builder Pack
- Watch the DVD included in the Starter Kit
- Begin to identify my “Why”
- Complete my list of contacts

### My Second Day

- Complete any worksheets in this Max Action Plan not yet finished, including the “why” exercise, goal setting, and 90-Day Plan
- Subscribe to Max4U (see page 28)
- Order business cards from [www.MaxSalesTools.com](http://www.MaxSalesTools.com)
- Order tools and marketing materials from [www.MaxSalesTools.com](http://www.MaxSalesTools.com) and the Back Office
- Visit [max.com](http://max.com). Subscribe to corporate e-mails on the Company page
- Plan to participate in corporate conference calls and events. Visit the Events page of [max.com](http://max.com) to get details.

- Visit [www.facebook.com/maxintl](http://www.facebook.com/maxintl) and click “Like”
- Follow us on Twitter: [www.twitter.com/MaxINTL](http://www.twitter.com/MaxINTL)
- Bookmark our blog at [blog.max.com](http://blog.max.com) and subscribe to the blog RSS.

## Max International Information

Take a few minutes to fill out the following key information. It is important that you understand who the key contacts are in your Max business.

### Your Key Information

Your Associate ID Number: \_\_\_\_\_  
Your Back Office Username: \_\_\_\_\_  
Your Back Office Password: \_\_\_\_\_

### Key Upline Information

Your Sponsor's Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_

Key Upline Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email address: \_\_\_\_\_

Key Upline Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email address: \_\_\_\_\_

Key Upline Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

### **Other Key Contacts**

Max Team Partner: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Max Team Partner: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Max Team Partner: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

### **Your Partner, Max International**

As your partner, we are ready to help you build a strong and lasting Max business. As an Associate, you will be your own boss, and we will be your support staff. Our call center helps you manage your growing business— product shipments, qualifying for rank advancements, keeping you aware of promotions, and more. To help you share Max, we work tirelessly to provide highly professional and persuasive marketing materials and websites, not to mention regular corporate events.

The proprietary, breakthrough products we offer provide the foundation for our joint effort. Our diverse and experienced leadership team and staff work hard to give you the tools and support you need to ensure you build a successful business. When you have questions or need assistance, please contact us so we can help you. In addition, ask your Sponsor to introduce you to key field leaders and identify the Vice President of Sales in your

geographic area. These contacts will be invaluable as you move forward.

### **Max International—United States and Canada (Corporate Headquarters)**

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Salt Lake City, UT 84047

#### **Corporate Office**

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Website: [www.max.com](http://www.max.com)

#### **Customer Care**

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Fax: 801-727-2575  
Email: [support@max.com](mailto:support@max.com)  
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### **Max Health and Living Int'l Inc.—Philippines**

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Makati City, 1200

#### **Corporate Office**

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Website: [www.max.com/ph](http://www.max.com/ph)

#### **Customer Care**

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## Max Health and Living International (NZ) Limited (New Zealand and Australia)

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### Customer Care/Leadership Support

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Website: [www.max.com/sg](http://www.max.com/sg)

## Events

Events come in all shapes and sizes, and all of them are important to your business—from one-on-one meetings in your home to our global convention. Take advantage of regular meetings that Associates host in your area, and let others know about your meetings. The synergy and camaraderie that develops at meetings are powerful. You'll see ways to improve your meetings, connect with other leaders, and gain confidence. Find Max meetings in your area and post your own meetings on the Events area of [www.max.com](http://www.max.com).



## Conference Calls

Associate leaders and Max Corporate host regular conference calls on a variety of topics—training, opportunity, products, etc.—that keep you informed and motivated, and provide another forum for sharing Max with your prospects. Contact your Upline to learn about their weekly conference calls.

On Saturdays, Max provides a conference call featuring medical professionals and leading Associates. As you share Max, the two areas you will focus on most are the benefits of the products and the benefits of the opportunity. Participate on this conference call and invite your prospects to call in. Together, you will get familiar with both aspects of Max. Many of our top leaders have found it highly effective to share highlights of this call and use it to show how critical glutathione truly is to good health. Don't miss out on these insights.

## Max Training Call

Saturday mornings at 10:00 AM MST (4:00 PM GMT)

Phone Number: 760-569-7676

Passcode: 167293#

## Section 2: Your Max Business Plan

*The secret to living the life of your dreams is to start living the life of your dreams today, in every little way you possibly can.*

*—Mike Dooley*

## What is Your “Why”?

As you get started as a Max Associate, knowing WHY you are doing it will be your most important intangible asset. A “why” is more powerful than a mere goal, more motivating than ambition alone. A “why” is the emotional driving force that will help you accomplish your goals. Your “why” is deeply connected to what you value most and what is most meaningful to you.

In this sense, for most people, earning financial rewards with Max is part of the equation, but doesn't tell the whole story. A "why" would get to the heart of the matter—I want to earn more money so I can quit my job and be home more with my kids. Or, I joined Max because I want to improve my health and enjoy life for years to come.

The clarity you gain by identifying your "why" will help you set intermediate- and long-term goals that help you take action and move you forward as an Associate. And, as you face the challenges of growing a strong and lasting Max business, your why will be like a lighthouse guiding you through the storms to safe harbor. Never lose sight of your why. If you ever feel discouraged, review your why and renew your vision and commitment.

To help you recognize what you want as a Max Associate and to discover your personal why, answer the questions below.

**What matters most to me?**

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**What do I want to accomplish in my life?**

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**How will you feel as you achieve your lifetime goals?**

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### What must I do to accomplish my goals?

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The answers to the previous four questions helped you focus on your core desires. Now, combine those answers into a cohesive, motivating statement—your why.

### What is my Why?

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Now that you have your why, what do you do with it? In simplest terms, never lose sight of it. Freidrich Nietzsche said, “He who has a why to live can bear almost any how.” In other words, if you want something badly enough, you won’t let anything get in your way as you pursue it.

From time to time, and especially when you feel discouraged or frustrated, review your why; remind yourself what you are working for and toward. Keep reminders of your why in visible places—a bathroom mirror, in your wallet or purse, in your car, etc.

And, a why doesn’t have to be permanent. Your priorities as a Max Associate can change over time. For example, your initial why will likely be focused on gaining financial rewards to address a greater need, such as securing your family’s future. Once you have reached a stage where that future is secure, your why might shift toward helping others on your team reach your same level.

## Setting Goals

Now that you have identified and written down your why, you can now set goals that will help you achieve it. First, start with long-term goals. These are goals that might take a year or longer to accomplish, such as reaching Diamond or personally sponsoring 50 people into Max. Writing goals down will make them real. It's difficult to reach a goal if you can't see it. Write down specific, measurable tasks that will help you visualize your goals more clearly.

### My long-term goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Short term goals are goals that move you towards your long-term goals, and progressively help you achieve your why. Actions of seemingly small consequence can yield a monumental outcome. Take a minute and write down five short-term goals for this week—your first week in business—that must happen prior to your long-term goals becoming a reality.

### My short-term goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Next week, repeat this process. As you give appropriate attention to setting and working toward goals, you will achieve what you want from your Max business. Put reminders of your why and your short- and long-term goals where you will see them. Start with the end in mind. If you know what you want in the beginning, it's easier to get there in the end. When people can't see where they are going, they typically do nothing.

## Max Daily Activity Chart

Below is a list of specific daily activities that most successful Max Associates participate in. Our field leaders report that those who engage in these activities consistently achieve greater levels of success than those who don't. Use the Daily Activity Chart to help you focus on actions that bring you closer to accomplishing your goals. You'll be able to see your progress. At the end of each week, you can look back at the steps you took that advanced your business.

Remember, Max is your partner and support team; let us focus on the time-consuming "housekeeping" items—order processing, monitoring rank qualifications, answering product questions—while you focus on the core activities of recruiting, presenting, enrolling, follow-up, and training. Once you reach the Bronze leadership rank, you'll have your very own Account Manager who will help you manage your team, keep you on task, and free up your time so that you can focus on the most productive activities.

## Max Daily Activity Chart

For the week starting Sunday, \_\_\_\_\_

Key Money Making Activities	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly Total
How much time did you spend on your Max business today?								
How many people did you talk to about Max?								
How many three-way calls did you make?								
How many tools did you hand out?								
How many people did you send to your website?								
How many conference calls did your contacts listen to?								
How many conference calls did you listen to?								
How many opportunity meetings did your contacts attend?								
How many presentations did you make?								
How many boxes/bottles of product did you sell?								
How much were the product sales?								
How many people did you sign up?								
How many people did you follow-up with?								
Breakdown of new enrollments								
Preferred Customers								
Associates with a Business Builder Pack								
Associates with a Business Builder Half Pack								

You can download a copy of the Daily Activity Chart in the “Document Library” listed in the Tools section of your Virtual Office.

## Your 90-Day Success Plan is 13 Individual Weeks

In the context of your why, and your short- and long-term goals, the next step is to map out what you will accomplish in your first 90 days. Use the Daily Activity Chart to guide your plan.

In the next 90 Days I will:

1. Receive at least one box of product on my AutoShip
2. Set realistic goals for the next 90 days:

I will dedicate \_\_\_\_\_ hours to my Max business every week.

How many hours will you commit to your business?

Sunday \_\_\_\_\_

Monday \_\_\_\_\_

Tuesday \_\_\_\_\_

Wednesday \_\_\_\_\_

Thursday \_\_\_\_\_

Friday \_\_\_\_\_

Saturday \_\_\_\_\_

At what income level do you see yourself in the next 90 days? \$ \_\_\_\_\_

What Leadership Rank would you like to attain in the next 90 days? (Circle one)

Bronze      Silver      Gold      Platinum      Diamond

3. Complete and prioritize my Contact List

4. Use the Daily Activity Chart every day
5. Establish a weekly planning session with my Upline
6. Listen to the following team and company conference calls:

Team Call \_\_\_\_\_ (Ask Sponsor)

Team Call \_\_\_\_\_ (Ask Sponsor)

Corporate Call \_\_\_\_\_ (Ask Sponsor)

Corporate Call \_\_\_\_\_(Ask Sponsor)

7. Attend the following meetings (Ask Sponsor):

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8. Make 20 three-way calls with my Upline by \_\_\_\_\_
9. Enroll \_\_\_\_\_ Associates with a Business Builder Pack or Half Pack
10. Enroll \_\_\_\_\_ Preferred Customers



## Section 3: Building Your Max Business

*Whatever you do or dream you can do – begin it. Boldness has genius and power and magic in it.*  
—Johann Wolfgang von Goethe

### Create Your Story

Before you approach the top people on your contact list, meet with your Upline and develop a strategy to talk with these people. This is where you involve your Upline and get their assistance. You need to develop a brief, compelling “introductory statement” that grabs attention and leaves your listener wanting more. Aim for 30-60 seconds; this is your commercial.

A critical aspect of your story is your personal experience with the Max products. This is what we call becoming a “product of the product.” Our products deliver life-changing benefits and help you experience an improved quality of life. As you consistently use them, you can speak of their benefits with greater conviction and sincerity. This makes it more natural for you to share our products with others.

Practice your story with your Upline until you are comfortable delivering your message. Realize that the first few times you present the business might be a little rough. The more you do it, the better you will become. It takes practice and your Upline will help you if you ask them. Remember what Ralph Waldo Emerson said: “That which we persist in doing becomes easier for us to do; not that the nature of the thing itself is changed, but our power to do has increased.”

Try different ways of sharing the business with people on your list—you might invite one to listen to a conference call, give one a newspaper, someone else two weeks’ worth of products, and you may tell another to visit your personalized Max4U website.

Talk with your Upline to learn the most effective ways to introduce people to the products and the opportunity. When your prospects show interest, include them on a conference call or a three-way call with your Upline. Plug

them into the recruiting system that your Upline uses. Make sure you have and use business cards. You can order them at [www.maxsalestools.com](http://www.maxsalestools.com).

## My Story

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Avoid the urge to tell prospects everything you know. The objective is to get prospects to ask questions and point them to credible information, like website and brochures.

## Create Your List

*Do what you can, with what you have, where you are.*  
— Theodore Roosevelt

Who are the people with whom you're going to share the Max opportunity and/or products? You've probably already thought of several people who you believe would be good candidates for what we offer. Now it's time to put names on paper.

As you begin, try to write down at least 30 names. As you consider who to put on the list, it's important that you don't mentally disqualify anyone. If someone comes to mind, add him or her to the list.

Think of people you would like to work with, people who have a positive attitude, people who are ambitious and those who are respected in their circles of influence. Give extra consideration to those who have a wider circle of contacts, pertinent presentation skills, and genuine people skills. If you have a hard time coming up with names, use these memory joggers to help you focus. Start with people you interact with on a regular basis. Simply start writing the names of those people that fit into the following categories (and any others you can think of).

### The People I Know:

Parents  
Siblings  
Neighbors  
Friends  
Uncles  
Aunts  
Cousins  
In-laws  
Nieces  
Nephews  
Best Man in your Wedding  
Maid of Honor in your  
Wedding  
Wedding Photographer  
Attorney  
Accountant  
Pharmacist  
Pediatrician  
Family Doctor  
Dentist  
Dental Hygienist  
Optometrist

Chiropractor  
Massage Therapist  
Pastor/Minister  
Friends at Church  
Children's Coach  
Children's School Teacher  
Mail Carrier  
Co-worker  
Former co-worker  
Hair stylist  
Barber  
Teacher  
Bus driver  
Social worker  
Realtor  
Interior decorator  
Salesperson  
Mechanic  
Flight attendant  
Bank Teller  
Seamstress  
Former schoolmates

Political club members  
Church group members  
PTA President  
Former sports coaches/  
Teachers  
People on your Christmas/  
Holiday Card list

### Other People I May Know:

Golf Pro  
Physical Therapist  
Student  
Fire Chief  
Business Manager  
Flight Attendant  
Carpenter  
Radio Announcer  
Receptionist  
Airline Pilot  
Financial Planner  
Bank Manager  
Actor  
Bartender

## My 30 Prospects

Name

Phone

Email

1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____
13.	_____	_____	_____
14.	_____	_____	_____
15.	_____	_____	_____
16.	_____	_____	_____
17.	_____	_____	_____
18.	_____	_____	_____

19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_
28. \_\_\_\_\_
29. \_\_\_\_\_
30. \_\_\_\_\_

These are the 30 people you will focus on for the first month but obviously you will be adding more and more people to a perpetual list. Remember, most people need several exposures to any business opportunity before they say “yes.” Just because they don’t enroll today doesn’t mean they won’t in the future. Make consistent follow-up with your contacts a regular part of your business building efforts. Use the Daily Activity Chart (see page 13) in your follow-up. Never stop adding to your contact list. It is one of your most important resource as an Associate. Make it a goal to add at least two new people to it every day. For Max4U subscribers, the MyLeads tool is an ideal way to manage your list and monitor and manage the progress your leads are making.

## Prioritize Your List

Before contacting the people on your list, a little prioritizing will go a long way. Below is a list of eight characteristics. Consider the people on your list in relation to these characteristics and add a star next to each name on your list where there is a match.

- Knows a lot of people
- Has a high credibility or influence with those people
- Is dissatisfied with their finances or lifestyle
- Is very competitive and loves a challenge
- Has previous network marketing experience
- Has previous network marketing success
- Has at least \$500-\$1,000 to start a business
- Lives within driving distance of an upcoming Max business presentation

The people with the most stars by their name are where you will start. Always involve your Upline and work with him or her to develop a game plan on how to best contact people on your list.

## Prospecting

*Genuine beginnings begin within us, even when they are brought to our attention by external opportunities.*  
— William Bridges

If you start with 30 names you will eventually speak to them all. Then what? Relax! You'll be meeting new people all the time, so even though you will speak to everyone on your original list, your list will keep growing as you get in the habit of adding people to the list.

The key to prospecting is to take a sincere interest in the people you meet. In fact, if you see them as a friend first and a prospect second, you'll do yourself a favor. The people we meet and the friends we make help bring variety and new perspective to our lives, even if they never take an interest in the business opportunity.

When meeting new people, ask them questions like:

- What are your interests?
- How long have you been doing what you are doing?
- What do you like best about your work?
- Is this something you see yourself doing for a long time?
- Have you ever considered having a home-based business of your own?
- Do you ever look at ways to diversify your income?
- Are you interested in making real improvements in your health?
- Do you take dietary supplements?
- Would you like to learn about the most important anti-aging discovery ever made?
- Would you like to learn more about a product that is the best thing I've found to help with recovery and performance? (If at the gym or speaking with someone in athletic clothing)

Compliment people who take care of you in stores, restaurants, or in the course of everyday business when they do a good job. Remember, adding to your list and making new contacts is something that you and your spouse can both do.

## Contact and Introduce

Introducing Max to one of your contacts is not the same as inviting him or her to be a part of it, either as a customer or as an Associate. Introducing Max can be as simple as telling a friend, “Guess what I just became a part of?”

When you introduce Max for the first time, help your contact understand why you are excited about it—tell them about the breakthrough products, the visionary company, or the inspiring people you will be working with. Be sincere, be genuine, and don’t overwhelm them.

Focus on what prompted you to join Max in the first place. If you had amazing results from using the Max products, tell them. You might say, “John, I’m calling to tell you about something that is helping me feel 20 years younger. We’re about the same age, so I thought you might like to know more about it.”

## Invite

*Do not wait until the conditions are perfect to begin. Beginning makes the conditions perfect.*

—Alan Cohen

Inviting people to take a closer look at Max, either as an Associate or a customer, is the heart of your Max business. Organizing a list of names is important, and must be done, but this list will not generate \$1 of income if you never invite them to be a part of what you offer.

We know this step can be especially challenging for new Associates. After all, what if they say no? You already know that not everyone you speak to about Max will want to be a part of it. With that realization, you can view rejection as temporary and move on to the next candidate.

The most important thing you can remember about inviting is that you are the messenger, not the message. Let Max’s products, sales tools, and websites speak for themselves. Get help from your Upline. Next in importance is that inviting means asking your contact to do something:



- Watch a Max video
- Attend a meeting or event
- Try Max products
- Participate on a conference call
- Participate on a 3-way call
- Read a brochure
- Visit a website
- Enroll as an Associate

By giving your contacts an “assignment,” you have a reason to follow-up with them. And, if your contacts make progress with the smaller things you ask them to do, they will be more likely to accept your invitation to join your team.

### **Here are some additional hints to get you started:**

People have different personality types. Consider each prospect individually; anticipate their wants and needs before you speak to them and understand how Max can meet those needs.

It may take you up to 90 days to fill your pipeline of leads and start seeing results. Keep sharing the products, tools, and opportunity. Remember, you’ll get better at it as you go.

Practice your 30-60 second story with your Upline, friends and family. One technique you might want to try is to ask a friend if you can practice your story with them. He or she could end up being your first enrollment!

Use a follow-up system to help you plan your next contact (the “My Leads” section of Max4U is ideal).

The most successful Max Associates continue to share our products and opportunity with people on a daily basis.

Think long-term and set goals. Never forget your core values and why you joined Max.

There are many tools available to you as an Associate to help you invite your contacts to take a closer look at Max International. The tear-off pads, flip chart presentation, brochures, newspapers, and other tools are all great ways to present the Max products and opportunity. The Max4U lead generation tool brings new people to your website. Remember that **you are not alone in your business-building efforts**. Be sure to involve your Upline and other team members in this area of building your business.

## Using Three-Way Calls

Duplication is a critical part of our business. Three-way calling is one technique that helps you learn the words that work, the phrases that excite people and create curiosity. Make no mistake: a three-way call is just as important for you, the new Associate, as it is for your prospect. Hearing an experienced Associate, like your Upline, answering questions and overcoming objections in a live setting is valuable training for you.

While the technology for making three-way calls is part of most telephones today, you need to learn how to use it. Practice it until you know how to do it without any effort. Your Upline will be more than happy to help you practice. You may be tempted to answer all the questions on your own. Even if you can, it's better to involve other people. This helps your prospect see the kind of support that is available to them once they join. They will know that they don't have to be an expert from the beginning.

Get to know the Associates in your Upline. People that you're recruiting have different personalities and some of them will relate to your Upline better than they do to you. When you know your prospect has something in common with someone in your Upline, you'll know who to ask to be part of the three-way call.

## Follow Up

After your prospect has had time to complete the “assignment” you gave them and otherwise consider the information you shared, it’s time to ask for a commitment to join Max. If you need the support, have your Sponsor or other Upline member assist you in your follow-up.

Begin by asking the prospect what he or she liked best—about the video, meeting, product experience, etc. Listen carefully and take notes. Focus on what excited the prospect; you can then effectively use those points in the conversation.

Answer questions, and don’t be afraid to say, “That’s a great question. Do you mind if I get \_\_\_\_\_ on the phone to help answer that?” This gives you a golden opportunity to bring your Upline onto the call. Ask for a decision. Use direct questions, such as, “Is this something you think you can benefit from?”, “Do you want to get started now?”, and “I’d like to have you on my team. Are you ready to join?” If prospects ask for more time, be sure to give them another assignment so they can have more exposure to Max and provide you an opportunity to follow up.

Once your prospect says “yes” to your invitation to enroll, reinforce the decision they have made. You’ll be very happy to have them on your team, so tell them! Explain to them the benefits of product packs available to new Associates.

## Enrolling New Associates

Enrolling a new Associate is a simple process. You may want to do this with your new recruit in-person. Your new enrollee must have your Max ID number so their sales can be linked to you.

**Your three options for enrolling a new Associate are:**

- 1.** Send your prospects to your Max4U website, where they click “Join.”
- 2.** Go to [www.max.com](http://www.max.com), click “Enroll” and follow the prompts.
- 3.** Call Customer Care at 801-316-6380.

### With all enrollments:

1. If your new recruits enroll themselves, be sure they have your Associate ID number.
2. Encourage them to enroll with a Business Builder Pack. By doing so, your personally enrolled Associates can start strong with plenty of product to share with others. They also qualify for:
  - The Silver Matching Check Bonus for six months
  - Double shares in the Rank Advancement Bonus Pool
  - Double shares in the Platinum and Diamond Leadership Pool
  - Double shares in the Global Bonus Pool
3. Encourage them to set-up their monthly AutoShip, which ensures they get Max's products every month and helps them qualify for the highest commissions available.

If your contacts aren't interested in joining Max as an Associate, encourage them to join as a Preferred Customer, which enables them to receive product at wholesale pricing through convenient AutoShip. They can enroll themselves using the "Enroll" link on max.com or "Join" on your Max4U site.

### When People Turn You Down

People will turn you down, but a "no" doesn't have to be a permanent "no." When someone declines your invitation to join Max, you may find it effective to ask if you can check back with them four or five months down the road. Of course, if you already have a connection with someone, you'll be in contact with them on a more regular basis.

Even if someone says no to the business opportunity, they may still have great interest in the Max products. If you haven't given them a sample to try, do so. If they have, give them the opportunity to enroll as a Preferred Customer.

Keep information for those who decline in your follow-up system in Max4U and check back with them after a few months. In the interim, they may have learned more about glutathione, seen the benefits of network marketing, or have a new perspective on what you are offering.

When checking back with people, talk about more than just Max and don't be suffocating. The best approach is to politely but directly ask your contact if he or she feels ready to learn more about Max. Reference the last time you spoke, emphasizing how long it has been—“When I talked to you about Max last March, you didn't feel ready to get involved. I'd love to talk with you about it more,” or “When we spoke six months ago, you weren't ready to talk about Max because you were going on vacation.” In order to share such detail, you'll have to capture it! Using a follow-up system is critical.

If Max has launched a new product since you last spoke with the person or if glutathione has been in the news, a follow-up visit is a great opportunity to share that with them. Demonstrating the prominence of glutathione and Max's efforts to remain a viable and pro-active company can go a long way to sparking interest.

Use rejection as an opportunity to ask for referrals. “Who do you know who needs to make a little extra money?” or “Who do you know who could really benefit from our products?” These could be the questions that provide the backbone of your Max business.

## Max4U

Throughout this Max Action Plan booklet, you have seen references to Max4U, an on-line global platform that enables you to enroll new Associates around the world, extending your reach far beyond what you can do personally. Associates who enroll in Max4U have access to a powerful set of tools and more that provide numerous benefits to aid your business growth:

- Personalized Max4U website that promotes your business 24/7.
- Personalized MaxGXL website, with extensive product information only—a great way to share Max without information about the business opportunity.
- A professional store front that links all purchases to your account.
- A robust suite of tools to help you manage your Max business—analyze reports, capture leads, monitor their progress, and more.
- Detailed genealogy provides real time data you can use to leverage opportunities.

All Associates receive access to the “Virtual Office,” which provides some account management tools and on-line resources. As this chart reveals, Max4U provides much more.

### BackOffice Comparison Matrix

Feature/Benefit	Virtual Office	Max4U BackOffice
Account management	●	●
Secure shopping	●	●
Marketing resource library	●	●
Detailed reports	●	●
Placement preferences	●	●
Document library	●	●
Commission summary	●	●
Graphical genealogy tree	●	●
Contact management		●
Name displayed on site		●
Custom email		●
Lead nurturing system		●
Video emailing		●
Custom landing pages		●
Video training		●
Custom capture pages		●
Personal link generator		●
Custom “nameplate” URL		●
<b>Cost</b>	<b>Free with enrollment</b>	<b>\$14.95 monthly (or \$129 annually)</b>

All of this is just US\$14.95 per month or US\$129.00 per year—**that's three months free!** To enroll in Max4U, visit [max4u.com/subscribe](http://max4u.com/subscribe) or call Customer Care.

## Max Sales Tools

Max sales tools are a great way to share our products and opportunity in a non-threatening and informative way. You don't have to worry about being an expert on glutathione or anything else. We put a lot of effort into creating professional and compelling materials that you can confidently share with any prospect. Above, we advised you to be the messenger, not the message. These tools are great messages you can easily share.

**Max offers numerous tools to help you in your business-building efforts, including:**

- Product brochures
- Compensation plan brochure
- Newspapers
- Compact discs
- DVDs
- Business cards
- Tear-off pads
- Banners
- Presentations
- Pique interest cards

You can let these tools do the heavy lifting for you. Visit your Max4U back office and [www.maxsalestools.com](http://www.maxsalestools.com) to learn about and order sales tools.

## Put the Plan into Action

The previous steps and checklists have prepared you to take effective action. You are now organized and focused. Your Upline and the team at Max Corporate are ready to assist you. This is where it all comes together.

**Finding success with Max can be summarized as follows:**

- Review your “why” on a regular basis and stay focused on your ultimate aspirations.
- Consistently share the Max message with new people.
- Use your Upline as often as possible when talking to prospects.
- Bring new Associates into Max with a product pack, preferably the Business Builder Pack, which helps them maximize the Compensation Plan.
- Follow up with customers and prospects. A “no” today is not necessarily a “no” in a couple months.
- Train Associates on your team—leverage the network and duplicate efforts.
- Take part in meetings and conference calls every week.
- And, of course, use Max products every day.

**It starts with you sharing the message with people on your list.**



## Start

*Today is your day, your mountain is waiting, so get on your way.*

—Dr. Seuss

This is the perfect time to break free of anything holding you back from what you want to be. You control every aspect of your Max business. Strike out on new paths and explore new vistas. Set your own schedule, build your own team, and live the life you want. This is what freedom feels like!

Max will continue to attract talented and ambitious people like you from all backgrounds because it allows people to achieve their potential. The secret of network marketing is really no secret: it's the best opportunity people have to be truly rewarded for their effort.

**We know you can succeed because so many already have. Follow their example, duplicate their methods, and you will reach the summit.**

