

# Agel Business Briefing (ABB) Outline - ANZ

## I) The Lifestyle Challenge

### A) People with No Financial Security

- Most people working harder for less real money (Two, three & four income families)
- Corporate layoffs, downsizing, corporate accounting scandals
- Record year after record year of personal bankruptcies
- Highest consumer debt & lowest personal savings in history - credit card prison
- Government cannot realistically provide for your retirement

### B) People Winning the Rat Race, but Living Like Rats

- High incomes, but still trading hours for money
- Paying someone else to raise your children
- Toll on marriage and relationships

### C) People living their Dream Lifestyle

Great income, but have time and lifestyle freedom

Relate how you relate to this and how it brought you to Agel.

“Can you see the opportunity, if there was a business that offered people lifestyle, residual income, and freedom from the Rat Race?”

## II) Escape the Rat Race with Agel Business

### A) Business for Life!

- Start part-time with whatever you're doing now
- Two year plan to prosperity
- Tax benefits
- Travel opportunities
- Minimal investment, huge possible return
- Earn money while you sleep (16 countries, 24 time zones)
- Residual income, the best kind
- Secret: a few simple actions duplicated by large group consistently

### B) The Take Away

Build for the dream lifestyle you want. But no one is here to sell or “close” you. We've got an extraordinary financial opportunity offering a dream lifestyle and amazing products to provide wellness. People all over of all types are already experiencing great results, timing is extraordinary. We're not emotionally invested in you joining; we're looking for people who get it.

### C) What drives the Biz

- 90 of what we eat is “fake food”
- We are overfed, but malnourished. Remember size of cookies, soft drinks and portions when you grew up. Look now at triple whoppers, Big Gulp, cookies the size of Frisbees.
- Apple pie is not like eating apples, carrot cake is not like eating carrots.
- People know they need nutritional supplementation, but they don't do it. Confusing choices, bad taste and smell, can't choke down pills, etc.
- Amazing Scientific Breakthrough – Suspension Gel Technology assimilation, convenience, people who can't take pills, etc
- The Product Line
  - 1) EXO – The equivalent of 3 to 5 servings of fruits and vegetables. You and everyone you know needs one every day.
  - 2) UMI – Fucoidan – from algae, nature's miracle food! Research Fucoidan and see all the studies.
  - 3) FIT – Low calorie product containing Super Citramax, check that out. (If you have a PERSONAL weight lose story tell it here.)
- Works for today's diet – today's busy lifestyle
- Whole new product category (breath strips, luggage with wheels), fortunes are created. First mover in the market, own this space

### III) How the Biz is Done

#### B) Two Business Models to Choose From

##### **#1 Business Model #1 - Retailer Business**

Retailer Kit – (A\$430, NZ\$462) Earn a few hundred or few thousand dollars a month

How this biz model is done:

- Sharing the products with friends & family
- Retailing the products with clients (personal trainer, massage therapist, etc.)

##### **#2 Business Model – Executive Business**

Executive Kit – (A\$1,700, NZ\$1,850) Earn from a few thousand a month, to complete financial freedom

Employ network marketing to create leverage and escape trading hours for dollars.

How this biz model is done:

- Looking for people who need help with health and/or finances – some will become customers, some retailers, many executives
- Training calls, intro PBR, weekly ABBs, email major blast

- Build a huge consumption model and get override percentage
- 3 box a month autoship

#### IV) How You Make Money...

- Eight Ways to Earn. Run through the first six ways quickly. Explain that you are just covering the general principle of how the plan works, and they will get a brochure with all the specifics afterward. Then highlight the Team Volume Commission and Leveraged Matching Bonus.
  - 1) *Retail Profits* -- 20% profit margin
  - 2) *Fast Start Commissions* – Make money right away \$35, or \$200
  - 3) *Executive Bonus* – Transitional money to bridge you from fast start until you get to big money later in the plan. Can provide from \$2,000 to \$3,000 to you – only available if you come in at the Executive Level.
  - 4) *Expense Allowance* – Paid monthly to help you cover meeting rooms, plane tickets and other business building expenses. No reports to do; spend how you wish. Starts at \$500, and goes up in \$500 increments to \$3,000.
  - 5) *Agel Car Fund* – Get a new car and Agel makes the payments. Starts at \$500, and goes up in \$500 increments to \$3,000.
  - 6) *Travel Fund* - Earn a free trip to exotic locales like Hawaii each winter. A share program done on a points accrued basis.
  - 7) *Team Volume Commissions* – 10% of lesser leg up to 25K a month Explain that you can cap it out at \$25K a month. And then open center two for another \$25K a month, then open center three, for another \$25K a month. (Which is why we recommend coming in at the Executive Level.)
  - 8) *Leveraged Matching Bonus* – 25-50% on the people you personally enroll. HUGE money here, an Agel innovation! Explain how the Leveraged Matching Bonus works. Show that no matter what level people are on, they are all front line the way the computer pays it. They get 25-50% of the team Volume Commission for everyone they personally enroll, no matter how many, or what level they are on. Then explain the six other levels of matching bonuses:

Level 1:	25-50%
Level 2:	8%
Level 3:	8%
Level 4:	8%
Level 5:	10%
Level 6:	10%
Level 7:	6%

#### VI) Testimonials

Mix income/lifestyle testimonials (60%) with product ones (40%)

## **VII) Support, Training and Mentoring**

- Complete system to follow; cut years off your learning curve. (How many people would buy a name brand franchise if you had the money?)
- Weekly ABBs around the country, Leaderships calls
- Quarterly training events
- A-Team Strong field leaders who know how to do this big. Learn from multi-million-dollar producers
- Powerful and proven tools to do the work for you (mag paks, DVDs)
- Great website, back office tools to manage and grow your business.

## **VIII) The Magic Moment**

- Circle up with person who invited them and get questions answered.
- Positioning is important because of nature of the comp plan.
- Timing – two year window for Legacy distributorships.