

# GETTING STARTED TRAINING

## Welcome!

**Welcome to the e84 Challenge... and welcome to the team!** This guide will help you get started and reach your first goals with the e84 Challenge: to get your product for FREE, to earn your first commission check, to reach the Evolv500 Star level in your first 7 days, and to reach Evolv2K in your first 4 weeks.

**Get your product for FREE (“1, 2, FREE!”).** When just THREE people join you on the e84 Challenge, you get your next month’s product for FREE! You can get your products free every month – so long as you have 3 customers. This applies to all products, including Limitless™.

**Start your own e84 Challenge!** First things first: You want to be an example and your own best advertisement. When you do, the people you sign up on the Challenge will follow your example. So get started on your own Challenge immediately. It doesn’t matter how fit or out of shape you are, everyone has something they’d like to improve about their health, fitness, or weight.

What’s important is to just GET STARTED:

**1.) SET YOUR GOAL.** What is your e84 fitness goal? Determine what you want to accomplish and – this is important – WRITE IT DOWN and put it in a place where you’ll see it daily!

**2.) CHOOSE YOUR PACK.** Choose your e84 Challenge Pack that will best help you achieve your specific fitness goal and get set up on Autoship.

**3.) REGISTER YOUR CHALLENGE.** Register at <http://www.e84challenge.com>. Login and you’ll see online a community of people of all shapes and sizes who, just like you, are making the choice to take charge of their health; you will get great tips and encouragement from this supportive, fun group of people!

**NEXT, HELP OTHERS GET STARTED:** Once you’ve started, you want to help others get started, too! We want to create the right environment, where people will choose to join the Challenge with you. 80% of people need to hear or see a message at least **3 times** before they accept a new idea or take action. Knowing this, we use a simple, natural, 3-step approach to sharing the Challenge with others, where one step flows easily to the next – so you can become great at introducing people and enrolling new Challengers, which helps change the lives of people around us for the better.

It’s easy to do – here’s a quick look at how it all works:

**1. Make a List   2. Pre-Party   3. Challenge Party   4. Follow-Up**

## 1. Make a List

Grab your cell phone. Look at your contact list. Make a list of 25 people who are local – think “Close By, Close Ties”. Write their names and numbers into the spaces provided on your **Fast Start Guide**. Have your list? Good – you’re done with step one!

*\*Be sure to include on your list the people you are most confident will do the Challenge with you, and with whom you’re most comfortable inviting, and people that you believe will be very interested in the benefits of specific products, e.g. Limitless™.*

## 2. Pre-Party

You’ve got your goal. You’ve got your list. Now, invite the people on your list to your first Challenge Party! This will almost always be at your own home. Start with the people with whom you are most comfortable and most confident. It could be your mom, your best friend, a coworker, your neighbor. If you like, use the handy Memory Jogger at [www.teaminspirit.com/tools](http://www.teaminspirit.com/tools) to help expand your list.

Before you start calling people, decide with the leader on your team who is helping you **which day** you will hold **your first Challenge Party**.

*\*\*NOTE\*\* You will also want to have a **second day** as a **back-up date**, in case some people aren’t available on the first date you choose. Both should be within 3-7 days of getting started. Why? It gets you into momentum AND puts you on the path to reach Evolv500 Star!*

The goal is to keep it simple. Think: “be brief - be bright - invite!” Your call should last no more than a few minutes. Here is an outline:

- “Hi, (name), it’s (your name). Do you have a few minutes? I have something important I’d like to talk to you about!”
- “(Assuming the person has a few minutes) Great! I will connect you to a message we’ll listen to together – it’s literally only a few minutes.”
- “You might hear silence on the line for a few seconds, and if we get disconnected, I’ll call you right back, okay?”

*\*At this point, you will 3-way in to the Sizzle Call Hotline. Most cell phones and landlines have this ability now. The number is **507-726-3910**. Let the person know, “if we happen to get disconnected, I’ll call you right back”.*

- “OK, did you hear the name of the website?” [www.share84.com](http://www.share84.com)
- “Do you have any plans (Tuesday night)?” (No...)
- “Great, I’m having a Challenge Party (Tuesday night) and I’d love you to be there! It’s just a few of us getting together in the kitchen, mixing up

shakes, and trying the products. We'll have Limitless™ there – a lot of people feel it in 20 minutes! It would be great to see you! Can I count on your being there?" (*If they already have plans, invite them to your back-up date.*)

- "Great! It's (at my house/at my friend Ann's house, etc.) at (time) on (day)! This will be fun! By the way, is this the best number for me to text you a reminder? Great – see you then!"

That's it! Even with the "Sizzle Call" included, you should spend no more than about 7 minutes on the phone – and 5 minutes of that is simply letting the Sizzle Call do the work for you – remember, your part is bright and brief!

If they ask questions, resist the urge to answer them over the phone. Instead say, "*It sounds like you're looking for more information? Great, you need to come over (Tuesday night) to check this out!*"

Or, sometimes a person might ask, "What will I feel?" (regarding Limitless™) simply say, "*Just come over and try it and see for yourself!*"

### 3. Your First Challenge Party

See how easy this is? You're already on step three! So, how do you do a Challenge Party? It's simple and fun, and a leader from your team will be right there to help you.

First, you want to make sure you have some things on hand:

- ✓ Limitless™ - enough for people to try and to use as an incentive for people to sign up (More below)
- ✓ Before & after photos of e84 Challengers & Limitless Testimonials in plastic sleeves spread right out on the countertop or table (You might also want a set of the Product Info sheets handy, but only as needed – don't have them spread out on the table)
- ✓ COLD Evolv products! We suggest the Evolv Vanilla & Chocolate Shakes, and Evolv Thin. (You can also add the Evolv Ultimate, if you wish.)
- ✓ A pack of 3 oz. cups for sampling
- ✓ Vanilla almond milk, to blend to make 2 types of shakes: (1) Blend with the Vanilla Shake mix and 1 banana (you can also add other fruit – strawberries are great!) (2) Blend with the Chocolate Shake mix and peanut butter.
- ✓ Blender
- ✓ DVD player and Evolv e84 Challenge DVD
- ✓ One set of Product Order Forms with Distributor Application for each guest. You can find both the product info sheets and the Application/Order Forms at [www.teaminspirit.com/tools](http://www.teaminspirit.com/tools) or in your Evolv eCenter.

Here's how a Challenge Party works:

**1.) MIX IT UP** - For the first 20 minutes or so, everyone should be in the kitchen (or vicinity), mixing up drinks, and having guests try all of the products! The **FIRST** thing you want them to try is the Limitless™ – as soon as they arrive, if you can – so it starts working as soon as possible! Conversation is chatty, but it is directed toward the products – remember, if you’re talking, be pointing – either at the packet, can, or at one of the pictures/testimonials you’ve placed out. You want the conversation directed toward people’s results and experiences. i.e. If people ask you technical product questions, you might say, *“I don’t know about that, but I do know people are having incredible results.”* and point to those results.

**2.) MAKE THE TRANSITION** - After making sure all guests have sampled all of the products, move from the kitchen to the living room (or wherever you are watching the DVD). As your guests transition to the next room, **MAKE SURE TO HAND THEM** the Product Order Form with Applications to have **BEFORE** they watch the DVD, and simply say: *“This is what they’ll talk about on the DVD.”* (Tip! To make sure you don’t forget to do this before you start the DVD, place the forms right next to the remote!)

**3.) WELCOME FROM HOST** - At this point, the host/hostess of the party (you, if you’re hosting) will stand up, welcome everyone, and then share a little bit about their goal – no more than 2 minutes! \*NOTE\* If you had a powerful, IMMEDIATE, Limitless™ experience, share it!

**4.) JUST PRESS PLAY** - Push play on the DVD, sit back, and watch!  
(14 minutes)

**5.) SHARE A FEW SUCCESS STORIES** - Have 2 or 3 people share success stories – either about the product, the Challenge, or the business. Again, no more than 2 minutes each. (\*Note: Alternately, you could share some success stories that you believe would be of interest to the group; be prepared, and be brief. If you don’t know any yet, go to: <http://teaminspirit.com/calls/feedbackfriday>)

**6.) CONCLUSION** - Either the host or a leader from your team will say a few words at the end. This will cover three main points: that it’s centered around a unique meal replacement with an appetite suppressant, so it is actually saving money; that you can get the product for free; and that by helping other people get their product for free, you can generate your own income, then give an example of the potential earnings: *“Enroll 5 Promoters who get their product for free, earn \$750, then help your 5 do the same, earn \$2,500 & a Mercedes!”* (No more detail than that – this was covered in the DVD.)

Points to Conclude the Party:

- **1.** “Our products are **convenient** - Limitless™ is simply pop a pill, the shakes are quick and easy, the Ultimate is one shot, and it’s simple to grab a can of Thin or Energy on the go!”

- 2. “We’ve tried all the products tonight - they **taste** great!”
- 3. “You **never feel hungry** because it’s got an **appetite suppressant**.”
- 4. “They **WORK**. We just heard the amazing stories from people right in this room. And all of these!” *(Point to pictures of e84 Challengers again.)*
- 5. “They **save you money!** The packages are centered around meal replacement and they’re healthy alternatives to things we’re already spending money on. Plus, you can get them for **FREE**.”  
*(Point out examples in the room if anyone has qualified for 1, 2, FREE.)*
- 6. “Even better, when help a few people help a few people get their product for free, you can make **\$2,500** and qualify for a **Mercedes!**”
- 7. “We’ll help you choose your pack as a **Challenger**, or help you get your product for **free**, or if you feel like making a little **money** – or a lot of money! – we’ll help with that, too.”
- Final comment: “And, when you get started **tonight**, we’ll give you a **free five-day supply of Limitless™** to take home tonight!”  
*(\*NOTE: You may have additional incentives for people to get started on the night, if you perhaps already have people on your Hold Tank that you might place in their business.)*

**7.) BOOK NEXT PARTY** - Book a party from a party! Ask guests who sign up that night or brand-new Promoters and Challengers who would like to host their own Challenge Party that week – then have the host announce it! The goal is to help your new people to do their own party in their own home with their friends ASAP and keep it rippling out into the homes of all their new Promoters and Challengers, and so on...

TIP: In addition to the Limitless™ offer, some people like to create an incentive of a small gift of products (example: 4 cans of Evolv THIN + 4 Shakes) to the first guest who will book a party that night.

**8.) IN CLOSING** - The host will thank the guests for coming. Guests are free to leave, but many may stay, either to ask questions or to get started – and get their Limitless™ - that night!

## 4.) Follow Up

Remember how your goal was to expose people to the e84 Challenge **3 times?** You just did! **(1)** The “Sizzle Call” was their first exposure, **(2)** www.share84.com was the second, and **(3)** your Challenge Party was the third! And if a fourth exposure is needed, it is your Follow-Up...

Most people will sign up the night of the Challenge Party – they’re excited and now have enough information to want to get started right then and there. That’s the goal!

Some people may take a little longer to get started. Maybe they want to check with their spouse first. Whatever the reason, it’s okay if they don’t get started that night. Just follow up with them 24-48 hours later and then get them started. Again, if you have someone in the Hold Tank already, you might offer that as an incentive – i.e. You’ll place the people in your Hold Tank into their business if they choose to sign up that day!

**\*IMPORTANT\*** If someone on your list can’t attend any Challenge Parties within the first 7 days or so – either your first date or your back-up date – you will decide if you want to **“bring the party” to them!** This is also known as a **“Drop-Off”** – where you drop off to their home and let them sample the products. You also bring the DVD and watch it with them.

### **THE NUMBERS:**

#### ***Example #1: (Explained in greater detail below in Helpful Hints & Tips)***

- You make a list of 25 people and invite them all to your Challenge Party.
- 10-15 people say they will attend (includes both couples and individuals).
- 8-10 people attend one of your Challenge Parties.
- 2-3 people become Challengers
- 1-2 people becomes a Promoter (Elite Pack or Pro Pack)

#### ***Example #2:***

- You make a list of 50 people and invite them all to your Challenge Party.
- 20-30 people say they will attend (includes both couples and individuals).
- 15-20 people attend one of your Challenge Parties.
- 4-6 people become Challengers
- 2-4 people become Promoters (Elite Pack or Pro Pack)

**CONGRATULATIONS!** You have reached **Star Evolv500!** (500 points in PTV)  
Example: You enrolled 1 Elite Pack (or equivalent) on each side, left & right.  
Plus, you’re already on track to become Evolv2K in your first 4 weeks!

## **Some Helpful Hints & Tips:**

Keep it simple. You want this to be **DUPLICATABLE** for every person on your team. Your guests want to see how simple it is and that **THEY** can do it, too:

- The most important pieces: 1.) Utilize the e84 Challenge pictures and Limitless™ testimonials – have them **SPREAD OUT** on the counter! 2.) Have your “cheat sheet” ready (i.e., print out last page of this document) for completing the Challenge Party – and **USE IT!** 3.) Use both the

- Limitless™ AND the Hold Tank together as leverage to get people started that night! Limitless™ helps you get people in the Hold Tank, and the Hold Tank helps you get more people into your business!
- You don't need to have had results from the Challenge yet to get started and book your first Challenge Party – you just need your own goal to share with others!
  - Make sure to have the e84 Challenge transformation photos and Limitless™ testimonials spread out on the table or arranged around the kitchen for people to see them. Make sure you have application forms & order forms printed out to be given to each person as they move from the kitchen to the living room to watch the DVD!
  - If you need help making your list, use the Memory Jogger! It's on [www.teaminspirit.com/tools](http://www.teaminspirit.com/tools). It's a handy way to help you remember everyone you know – and get them on your list! (Everyone who uses this tool soon discovers they know WAY more people than they ever thought!)
  - You call 25 people (or more if you wish!) during your inviting Pre-Party for a specific reason: Out of 25 people, you'll get a hold of an average of 10-15 that will listen to the Sizzle Call and get the link for the [www.share84.com](http://www.share84.com) site. From those 10-15 households, about 8-10 will agree to come to your Challenge Party. The goal is that about 5 out of those 8-10 people attend your Challenge Party and get started! This creates the 2 x 500 in volume (i.e., 2 Parties) to get you on the path to hitting the Evolv500 Star rank in your first week!
  - If you're calling a couple, invite BOTH of them to the Challenge Party. Often, the number one reason people don't get started the night of a Challenge Party is because they have to go home and discuss it with their spouse first. If both spouses are there, problem solved!
  - Some great shake combos to try are: Evolv Vanilla shake + vanilla almond milk + banana (+ strawberry, if you wish); Evolv Chocolate Shake + vanilla almond milk, + peanut butter.
  - Make sure the Evolv products at your Challenge Party are COLD!!
  - Don't have everything sitting out before your guests arrive! Just keep it all away in your fridge and the cups in the cupboard until people start showing up. Get it out as needed. This is for two reasons: 1.) Your guests won't feel overwhelmed, as if they would need to have a ton of product to get started and 2.) If there aren't many guests there (and this happens sometimes!), it will look odd to have so much product for so few guests.
  - Do not rearrange your house! Just use the chairs and couches you have – if you need more, bring them in later! But DON'T bring them in until needed! It looks a lot better to have to bring in more chairs because you had so many people at your party than it does to have a room full of empty chairs in anticipation of people that didn't come!
  - If you've already done an e84 Challenge, you're starting a new one, and you want to share your story, remember – share what happened when you

FIRST STARTED... NOT the “advanced stuff” you may be doing now! Maybe when you first started your e84 Challenge, you were 30 lbs overweight, you didn’t really work out the first month, but you still lost weight, thanks to the products. But now you’ve stepped it up and started working out every day at 6am and started training for a 10K run! Ask yourself: if you were a brand-new person hearing about the e84 Challenge for the first time, which story can more people relate to? Make sure you share your testimonial about when YOU were just getting started, not something that sounds so challenging to the new person that it could put them off from even taking that first step toward better health!

**That’s it! Jump in, get started, and get healthy!**

**HAVE FUN - MAKE MONEY - MAKE A DIFFERENCE**

For an audio recording of this **Getting Started Training**, please go to:  
<http://teaminspirit.com/getstarted.WMA>

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## Conclusion:

- “Our products are **convenient** - Limitless™ is simply pop a pill, the shakes are quick and easy, the Ultimate is one shot, and it’s simple to grab a can of Thin or Energy on the go!”
- “We’ve tried all the products tonight - they **taste** great!”
- “You **never feel hungry** because it’s got an **appetite suppressant**.”
- “They **WORK**. We just heard the amazing stories from people right in this room. And all of these!” (*Point to pictures of e84 Challengers again.*)
- “They **save you money!** The packages are centered around meal replacement and they’re healthy alternatives to things we’re already spending money on. Plus, you can get them for **FREE**.” (*Point out examples in the room if anyone has qualified for 1, 2, FREE.*)
- “Even better, when help a few people help a few people get their product for free, you can make **\$2,500** and qualify for a **Mercedes!**”
- “We’ll help you choose your pack as a **Challenger**, or help you get your product for **free**, or if you feel like making a little **money** – or a lot of money! – we’ll help with that, too.”
- “And, when you get started **tonight**, we’ll give you a **free 5-day supply of Limitless™** to take home tonight!” (*\*NOTE\* You may have additional incentives for people to get started on the night, if you perhaps already have people on your Hold Tank that you might place in their business.*)