

“Dermajetics & Natures Mirror”

Party Plan Information

Part A

'Food for thought' & Action Plan

FROM ALL THIS INFORMATION YOU WILL BE ABLE TO TAYLOR YOUR OWN PERSONAL PLAN OF ACTION TO BUILD YOUR REQUIRED INCOME!

You may only require an extra \$1000 per Month and that is fine. This gives you the Information to enable you to just take the pressure off financially... get you some extra cash flow... help to build personal volume as you build your Nutrition Business... build a serious Organisation... or just give it away!

THE CHOICE IS YOURS!

My goal is to be able to do ALL of the above!

My philosophy on life is "A poor person can not help another poor person"

Dale Carnegie who became one of the richest men on earth said he wanted to spend the first half of his life becoming rich... and the second half giving it away. ...and that is exactly what he did.

I found that one of the most exciting visions I'd ever heard!

“LEARN TO SELL YOURSELF, AND THE PRODUCT WILL SELL ITSELF”

David Exon

The following is ONLY “My Point of View” of how to do this business.

TO BE SUCCESSFUL IN THIS BUSINESS, JUST REMEMBER YOUR “ABC”

- A. Keep everything SIMPLE!
- B. Keep everything DUPLICATABLE, as everyone may not have your talent.
- C. Keep everything FUN!

***People need to think, “That’s easy; I could do that; and it looks like fun!”**

Remember: “THE PRODUCT” IS ALWAYS THE STAR OF THE SHOW!!

The following are points to realise and help people to understand.

Question: How, in our very first year, did we become the No. 1 selling skin care/anti-ageing products in history, just by word of mouth?

No other company has done US\$100 million in their first year.

Answer: We have the largest Research & Development budget in the Industry, and the products are the very best that modern technology can create. Our budget was spent on research, development and packaging. Not on advertising!

Most companies spend more money on advertising than on the products, and the products are made to sell at a certain price. Most of your money is spent on their advertising bills.

1. If YOU understand the value of the products, money will never be an issue with THEM.
2. Everyone needs to realise that the product quality and performance is beyond anything else in the world at this time.
3. It is only the price that’s compared to Mary Kay, Nutrimetics etc. The products cannot be compared.
4. All the information in the world will not sell product.
5. This is why, without exception, everyone in the room needs to trial the products on their skin.
6. Most people only half believe what you have told them, but the products look so good, and if you have the display looking nice, they will be dying to try them by now.
7. If not, and other people are using them, they can normally be kidded into it, (but don’t upset anyone)... **“KEEP IT FUN”**.

PLEASE NOTE: ALL FIGURES QUOTED ARE AUSTRALIAN DOLLARS.

DO NOT STOP WHAT YOU ARE DOING NORMALLY... THIS IS AN ADD ON.

Based on the concept that anyone who is doing Party Plan 'SERIOUSLY' should be doing at least 10 parties per month and averaging 2500 points per month.

THIS IS ONLY 1 EVERY 3 DAYS!

'Shelley Warrington' says that people's attention span is only 20 to 30 minutes, and short, sharp presentations are always more successful as people buy on impulse. The longer they have to think about things, the more likely they are to change their mind or lose interest.

From the time you arrive to set up, until all orders are completed it should take no longer than 90 minutes maximum. THIS IS ONLY 15 HOURS PER MONTH!

A

STEP 1. DO **10 PARTIES** AS SOON AS POSSIBLE.

STEP 2. SIGN **4 SERIOUS PEOPLE** PERSONALLY, FROM PARTIES, ADVERTISING OR PERSONAL CONTACT.

STEP 3. TEACH THEM TO DO STEP 1 AND STEP 2.

This will give you 10,000 frontline points plus your own 2500 points and 4 NEW HALF Supervisors. If you are already a Supervisor it will make you a World Team Member. If you are not a Supervisor, it will make you a Supervisor, and another 1500 points will qualify you as a World Team Member.

STEP 4. GET THEM ALL TO TEACH THEIR 4 TO DO STEPS 1,2 & 3.

This will add 40,000 points to your organization and 16 new half Supervisors. As a Supervisor this will give you an 8% cheque for around \$7,000.00... Add your retail profit of around \$1000 and your total income for setting it up will be over \$8000. This ongoing activity should also take you to Millionaire Team level and a minimum income of around \$15,000 plus per month.

B (Serious Incomes)

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This 10 x 10 plan with each doing 2500VP per month will generate 250,000VP per month which will put you through President Team.

This will earn you an 8% cheque for approx. \$20,000 and an on-going royalty cheque after qualifying as President Team, of \$30,000 plus per month, **providing** everyone continues to average 10 parties per month, or you just recruit more people.

**Remember to replace anyone who leaves.*

NOTE: Please Contact me if you don't understand about Supervisor, World Team, or other Qualifications. However... you do not need to understand them at this point.

Part B

Retail Profits

PLEASE NOTE: These figures are based on smaller amounts and are very realistic. All figures below are based on prices or points value of 'Nature's Mirror System' but can be any products or programs of equivalent value.

Listed below are the profits from 1 Natures Mirror System sale, and then the profits from 5 Natures Mirror System sales.

Nature's Mirror System retails for \$97.10 *(prices will need to be updated as time goes by)*

Points value per unit = 40, points value x 5 = 200.

Discount Cost	Profit	Discount Cost	Profit
25% = \$74.95	\$22.15	38% = \$63.40	\$33.70
25% x 5	\$110.75	38% x 5	\$168.50
30% = \$70.50	\$26.60	40% = \$61.60	\$35.50
30% x 5	\$133.00	40% x 5	\$177.50
35% = \$66.05	\$31.05	42% = \$59.85	\$37.25
35% x 5	\$155.25	42% x 5	\$186.25
		50% = \$52.75	\$44.35
		50% X 5	\$221.75

SUPERVISORS ONLY

If a distributor only averaged half these sales per party, they would move 100 points worth of product and would make between \$55.00 and \$110.00 per party depending on their level of discount.

Shelley Warrington says the average party consists of 6 people and only 3 will buy. The average sale per person consists of 1 Nature's Mirror, 1 Mask and an Eyelift, or products of equivalent value. For simplicity sake, that equals 4.2 Natures Mirror Systems per party. (168 Volume Points)

So realistically, the PROFIT per In-Home Demonstration would equal between \$93.00 @ 25% to \$186.00 @ 50% for the Distributor.

If 10 parties were done in 1 month, even a base Distributor would climb to at least a 42% Discount during the month as a Senior Consultant due to Volume produced.

At a 42% Discount... PROFIT per Demonstrator would be over \$1560.00 for the Month. Not bad for a part-time income of around 15 hours per MONTH!

POINT: What if they did more, or were very good at what they did?

The up-line Supervisor would receive 8% wholesale profit of \$302.00 Per Distributor Per Month in addition to their own retail sales.

If you trained a Team of 10... as a Supervisor you would be earning over \$3,000 per month without your own personal sales of Skin Care or Nutrition.

HOW TO GET A BIGGER DISCOUNT!

As is normal business practice, when you buy in bulk you save!

DISCOUNT (based on points value of Nature's Mirror System)

	Volume points of product	Number of Nature's Mirror Systems (or equivalent)
30%	= 400	= 10
35%	= 425 – 549	= 11 – 13
38%	= 550 – 799	= 14 – 19
40%	= 800 – 999	= 20 – 24
42%	= 1000 – 4000	= 25 – 100

HOW TO BECOME A SUPERVISOR!

When 2500 points per month... (for 2 consecutive calendar months)... or 4000 points in 1 calendar month have been purchased on the warehouse at 42%; you will become a Supervisor and receive 50% buying power thereafter.

Part C

Flyer examples

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HOW WOULD AN EXTRA
\$1,000 Plus Per Month
CHANGE YOUR LIFE?

IF YOU HAVE A SPARE
10-15 Hours Per Month
WE HAVE EXCITING NEWS FOR YOU!

'WORLD'S NO. 1 SELLING'
***SKIN CARE AND**
***ANTI-AGING PROGRAMS**
***HAIR CARE**
***FRENCH FRAGRANCES**

NOW IN AUSTRALIA AND WE NEED HELP
TO KEEP UP WITH THE DEMAND!!!

***PART/FULL TIME**
***EARN WHAT YOU ARE WORTH**
***SUPERVISOR POSITIONS AVAILABLE**
***DIRECT SALES OR PARTY PLAN**

CALL NOW :()

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WANTED!

As my main focus is with our Health Division, I am looking for 3 key people to be trained to help set up or New Skin Care Division, Locally and also Nationally.

In its very first year 'Dermajetics' became the "No.1 Selling" Skin Care and Anti-ageing Programs in the world and we need help to keep up with the demand!

Direct Sales or In-Home Demonstrators.

QUALIFICATIONS: Must be well presented.
Happy and positive nature.
Teachable and prepared to attend ALL necessary trainings,
With the view to becoming a Supervisor.
Prepared to "work hard part-time to earn a full-time income".

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Part D

Interview Questions

IN-HOME DEMONSTRATIONS

Let me tell you what we are looking for, so you can decide if it's something you feel you would like to do and whether or not we should be working together or not.

We are looking for happy, well-presented, reliable and self-motivated people who can organise and run in-home demonstrations on an ongoing basis (after training period), without Supervision.

We market a growing range of personal care products including Dermajetics, which in their very first year became the 'No.1 Selling' skin care and anti-aging programs in the world. No other company in history has ever done over US\$100 million in their first year of business. We also have a comprehensive range of hair care products and French fragrances and we need help to keep up with the demand.

Question: Does this sound like something you would be interested in?

If the answer is NO: "that's fine, but by the way, if you can think of anyone you know who is looking for work, has had experience with In-home Demonstrations, or who may be interested in earning an extra \$100 - \$500 per week part-time, would you please ask them to give me a call?"

If the answer is YES: How much money would you like to earn per week?

Question: How much time and effort are you prepared to put in to achieve this amount?

REMEMBER: Your income will grow as you improve your presentation, and also if you have an interest in us helping you to advance to Senior Consultant or Supervisor positions.

At this point we would need to establish if the applicants expectations are realistic or not. However, remember that experienced people are capable of earning very substantial amounts per demonstration.

If they have realistic expectations they then need to see and trial the product, then ask how soon they would like to get started.

Part E

*Presentation suggestion
By David Exon*

This is how I do my presentation and so far it is working very well. It is a very relaxed way to do business, is not pushy, and is very easy to teach and duplicate.

Hi my name is David.

All I/we are doing here today is showing you what products we have and give you an opportunity to try some of our products and show you how good they really are.

We are not here to sell you anything, but if you really like what we have you are very welcome to buy... but... we want that based on how good the products feel and not because you feel obligated. These products are too good for that and if you don't feel pressured you may be happy to try something at a later date.

OK.... Let's tell you a little bit about why we're so excited about what we have.

Question: 'Has anyone heard of Dermajetics?'

Answer: 'NO'. (no-one ever has)

Question: 'Has anyone heard of Estee Lauder, Shisaido, Chanel or Lancome?'

Answer: 'YES'. (Everyone always has)

This shows you the power of advertising.

When Mark Hughes, the Founder of Herbalife decided to get into the extremely competitive Personal Care Industry he asked 'who was considered to be the world's leading skin care authority', most seemed to agree that Joseph Rosenstreich was. So Mark basically approached him with an offer he couldn't refuse.

1.

- a) Joseph Rosenstreich is the head of the Skin Care Research & Development Board with Herbalife and, with over 33 years experience, is considered to be the world's leading authority on skin care and in slowing down the aging process of the skin.
- b) He was in charge of developing products for Estee Lauder as well as other major companies. He is now very excited as for the first time he has been given an open research budget. As Herbalife spend more money on research and development than any other company in our field.
- c) He was asked to develop the best products in the world and as an incentive to do so is paid a commission on every product sold, instead of being paid a development fee.
- d) These products are the result and are considered to be up to 2 years ahead of anything else available in the world at this time, with their closest competition coming from companies like Estee Lauder, Lancome, Shiseido and Chanel. Natures Mirror and Dermajetics are a fraction of the cost as most other companies have higher advertising budgets than research budgets and huge middlemen commissions and wages.
- e) These products actually sell for around the same price as Mary Kay and Nutrimetics, which are considered to be good mid priced products that don't even come close to ours.

Let me read this information sheet to you for a minute. I will give you a copy afterwards.

(READ 'Important Information' sheet. It's the only guarantee that they will read it)

NOTE: If you hand them out at the time, they will start fidgeting, and slow down your momentum and will not be listening to the next part of your presentation.

IMPORTANT INFORMATION

☞ TO BE READ BEFORE STARTING PROGRAM:

Even though Dermajetics and Natures Mirror come under the general heading of skincare, they actually detoxify the skin, then feed it directly with Nutrition. They are also in concentrate form so can be used sparingly.

They slow down the aging process by gradually taking the time for skin cells to regenerate from 28 days in women and 32 days in men, back to a 21-day cycle. This is the time normally taken until you are around 18 years of age.

As the products are aimed at getting to the cause of the problem and not just covering it up they **do not contain lanoline, alcohol or petroleums**.

e.g. Normally, if you have oily skin, most products would be alcohol based to dry the skin out. The skin would then produce more oil to compensate and the whole process goes around in circles covering up the symptoms and never addressing the cause of the underlying problem. Our Oil Free System works on normalizing the oil gland function to stop it over-producing and correct the skins natural balance.

As with improving your health, you first need to detoxify your system, so too, the most exposed part of your body, namely your skin, needs to be cleansed and the toxins dragged out before any repair work can commence.

Whether in sport, or painting, planting a garden or going on a trip the end result is only as good as the preparation.

This is where most people are not prepared to put in the effort, go through the pain, or put in the hard work required to get the optimum results and continually settle for second best or do cover up jobs.

So you need to ask yourself “are you serious about improving your skin and slowing down the aging process?”

Detoxification...Most people have no visible signs of detoxification or may only have a little shine to their skin for a few days. It is recommended that they don't use make-up to cover it up as it only slows down the process.

At the worst they may have a breakout of acne or suffer some puffiness around the sensitive eye area.

If anyone has sensitive skin, or underlying skin problems, it is probably a good idea to start the program when they do not have anything of any importance on the next day just in case.

NB: these are normally not allergic reactions and usually disappear after 2 or 3 days.

☺ THE END RESULTS WILL BE WELL WORTHWHILE.

Did you know that by law skin care has to have a shelf life of 3 years, so even good natural products use a lot of preservatives, which seems to me to go against what they are trying to achieve.

2. Knowing this Herbalife spent millions of dollars perfecting pump packs that don't allow oxygen or bacteria into the products, making the use of preservatives almost obsolete. Obviously people who are already using natural products and still having problems are probably having a reaction to the preservatives.
3. Also, we do not try to cover up problems; we go to the cause of the problem. The best example is probably our 'Oil Free' system as explained in the 'Important Information' handout.
4. As a point of interest, as we are feeding nutrition directly to the skin cells within around 90 days the cells return to a 21 day renewal cycle thus slowing down the whole aging process.

Insert your product testimonial. (This is mine)

'I always thought it was a bit weird for men to use skin care but I was looking at some of my mates who have been using it over the last couple of months and the results were pretty obvious. At my age I've got some catching up to do but I've noticed a lot of difference as I have very dry, sensitive skin and I have never been able to shave with a blade until now. Also, because I always had hay fever and would get itchy eyes I would rub my eyes, which stretches the skin and I've ended up with bags under the eyes. Since using the eye gel, the skin under my eyes have tightened up a lot, and my skin feels good!

Now if you don't know your skin type, your skin is obviously 'Normal/Combination' because you would know if you were 'Oily' or 'Dry/Sensitive'.

I'm not going to do a facial on anyone because I won't be here in the morning to do it for you and YOU need to know how quick and easy it is to do yourself.

I've now got it down to 3 minutes, and 4 minutes when I use the mask. I put the mask on, go to the toilet, get my clothes out, or whatever takes around 8 to 10 minutes that I have to do anyway, then I jump in the shower and wash it off. This is all new to me, but most women would already have a similar routine anyway"

STEP 1: "I've got the 3 different cleansers here, so I would like you to pick out the one for your skin type, use it all over your face including your eyelids, then wash it off, and pat dry your face. You're going to love it"

STEP 2: Get them to apply the "Mystic Mask"

STEP 3: Apply a small amount of Mask to one side of the back of everyone else's hand.

NOTE: IF FRAGRANCES ARE AVAILABLE IN YOUR COUNTRY... Get out the fragrances and say ...

"The Mystic Mask needs to stay on for around 8-10 minutes so you're welcome to try our Paris fragrances while you're waiting. Normally if the truth's known you'd be waking the kids up or something equally exciting while you wait, but anyway...

There are 4 fragrances called "Man", "Woman", "Pinstripe" and "Zillion". (NOTE: There may be more in your Country)... They are unique to Herbalife, you will never get another fragrance that smells like that, because we are the only company on earth with the technology to take the scent from endangered species of flowers from the rain forest without harming a single plant. We also have the sole rights to the technology. We are putting millions of dollars into buying up the rainforests to stop them being destroyed, because once they are gone they are gone forever and their secrets will die with them.

The bottles have been nominated for design awards and were designed by "Pierre Dinand" who has designed bottles for all the top companies and won more design awards than anyone else ever"

STEP 4: Let them sample them and talk amongst themselves.

STEP 5: "OK. at least you'll all go home smelling nice, and by the way French Perfumes of this quality normally cost upward of \$300 per bottle. These are priced from around \$35 to \$80 and if you use them regularly should last at least 12 months."

STEP 6: "Anyway now it's time to wash the "Mask" off, apply the balancing toner and just let it dry on your face."

STEP 7: Wash the Mask off everyone's hands and let them try the other products. (everyone ALWAYS agree that there is a big difference to their skin and it feels great).

STEP 8: "Now put the "Eye Lift" on your ring finger as this is the one with the gentlest touch, and then you can dab it lightly across your eye lid around over the smile lines and under the eye. Don't rub it in! It's also great for fine lines or cracking around the lips".

STEP 9: Let everyone else try the "Eyelift" and tell them that it can be kept cold in the fridge.

STEP 10: Either apply the "Day Defense" which has a SPF10 factor in it (people with sensitive skin shouldn't use more than a 10) or "Night Companion" depending on the time of day.

NOTE: Nature's Mirror Moisturiser is used once a day and can be used in conjunction with or instead of Day Defense.

*These products are not tested on animals and you will notice they are not greasy as they are not lanoline based nor do they have any petroleum or alcohol in them.

*A lot of people will not use a night cream as it gets in their hair and makes it greasy. Night Companion is guaranteed to not come off on your pillow (or your partner).

*Nature's Mirror and Dermajetics are both stand-alone products but obviously when combined are the ultimate skin regime.

*Nature's Mirror comes with a cleanser, toner and moisturizer. Our competition retail their closest equivalent products for upward of \$300, while our superior product retails for only \$97.10

*Dermajetics' closest competition retail upward of \$600, which I find ridiculous as our product (which is far ahead of the competition) is only \$209.90. I have seen a tub of Moisturiser sell for that price.

Not only do you get a complete anti-ageing program consisting of 4 products but you also get a free carry case, which you can also hang up in the shower or wherever else you like.

*and Yes, you can also purchase each item separately.

We also have a range of Hair Care Products as well as the Herbal Aloe Products which you can have a look at in a moment. They look great and feel great, you will love them.

“By the way, if anyone would like to show these products to any of their friends or know anyone who may have an interest in helping us demonstrate these products part-time please come and see me later or leave your particulars and your interest level and I will get back to you, as we are flat out and really need help”

“If anyone does want to purchase anything we take cash, cheque and most credit cards”

“Well that's about it, so feel free to have a look at everything and ask questions if you like. Thanks for your time”

Hand out product brochure and two order forms to each person; one to fill in (white) and one to take home (preferably coloured)

Part F

Price Lists

