

SIMPLE STEPS TO BUILDING YOUR MELALEUCA BUSINESS



GETTING STARTED IS SIMPLE – SO WHERE DO YOU BEGIN?

Your enroler, the person who introduced you to Melaleuca, will arrange a Strategy Session with you to answer questions and help you every step along the way. At Melaleuca, you're never alone! Your enroler and support team are there to help you succeed.

SIMPLE STEPS TO GETTING STARTED

- Read the *Your Preferred Customer Benefits booklet*** located in your Membership Kit.
- Set up your online shopping account.** When you enrolled as a Melaleuca customer, you were sent an email to the email address you provided. This message contains instructions on how to easily set up your online account and password.
- Purchase a Value Pack.** Now that you've found these exceptional products, don't waste any time converting your whole home to great, safe, high-quality products! To help you do this, Melaleuca offers you the opportunity to purchase a Value Pack at a steeply discounted price, saving over 25% off the Preferred price.
- Identify your "why."** A strong business starts with a solid sense of purpose, so take some time to identify your "why." What is your goal with your Melaleuca business? What will achieving that goal do for you and your family? Will it bring financial freedom? Will it give you an opportunity to live life on your own terms? Or will it improve your children's future? Write down your goal and your "why," share them with your enroler or mentor, and remind yourself of them frequently as you build your business.

Your community of support.

You are surrounded by people who want you to succeed!



*Freephone number for landline users. For calls from mobile phones or abroad, costs may occur.



- Start your contact list.** Write down 100 names – without prejudging how interested the individuals may be – to get your contact list started. Identify 10 people you think could benefit from Melaleuca's life-changing wellness products.
- Determine your business hours.** Write down the days and times you will devote to your Melaleuca business. How many hours are you willing to invest each week? It may be 5 hours, it may be 20 hours – all that matters is that you commit to it.
- Melaleuca provides ongoing live training support every month.** Go to the Business Centre at eu.melaleuca.com and download the meeting schedule for dates and times of events and webinars that will help you gain knowledge and confidence.



“There are three things people need to have in order to win at this business: they need to be coachable, they need to have a strong ‘why,’ and they need to enjoy helping people and buy into our Mission Statement.”

– ED BESTOSO, CORPORATE DIRECTOR 6, USA

THE LASTING POWER OF TRUE RESIDUAL INCOME

WHAT IS RESIDUAL INCOME?

Residual income is reliable money that comes in month after month, year after year. With Melaleuca, all you do is give a one-time overview to a new customer, and from that point forward, you earn commissions every single time that customer shops with Melaleuca.

Once you have introduced a customer to Melaleuca and helped them set up their account, Melaleuca goes to work for you. Melaleuca provides world-class products, catalogues, and an online shopping website; takes your customers' orders; ships all product orders, all at no cost to you. Your residual income continues as that customer shops month after month.

There are several key reasons Melaleuca has reliable residual income:

Consumable Products

Instead of selling one-time-purchase items like jewellery or appliances, Melaleuca sells consumable wellness products, like bars, shakes, and personal care products, that customers use and replace every month. As a result, your income from their ongoing purchases is residual and occurs every month.



Unique Products People Want

It takes unique products to create ongoing residual income. The Access Bar, Vitality Pack powered by Oligo, and Diamond Brite Automatic Dishwasher Detergent are just a few examples of products developed by Melaleuca and our scientific partners.



Reasonable Prices

Your customers find value at Melaleuca. That brings them back month after month – even in a tough economy. Whether they shop for Affinia Shampoo or MelaPower Laundry Detergent, they can simply switch stores and find tremendous value every time they shop.



Preferred Customer Programme

In exchange for a commitment to shop monthly at Melaleuca, Preferred Customers get a big discount on Melaleuca products. This customer loyalty programme rewards ongoing purchases and creates a true residual income for Marketing Executives.



Over 160 Products to Choose From

If a customer bought only 35 Product Points a month, it would take them years to buy every single product in Melaleuca's product line. That's because consumers have a large variety of products – over 160 – to choose from at Melaleuca. They can shop this month for products they may not have purchased last month. As a result, your customers come back to Melaleuca and shop again and again.

Loyalty Shopping Rewards

Preferred Customers receive Loyalty Shopping Rewards. This programme drives ongoing shopping like no other. Each month customers earn 10% (IE: 14%) of their product points back to use towards products. Customers stay and shop, and you earn residual income.

High Reorder Rate

It's well documented that at least 95 percent of customers who shop with Melaleuca this month will shop again next month. That means as you build your Melaleuca business, your customers will shop month after month. This exceptionally high reorder rate results in true residual income.

Unique Business Model

Melaleuca is the world's only Consumer Direct Marketing® company, and melaleuca.com is one of the top 100 e-commerce sites in the world. Consumer Direct Marketing was designed to create and reward customer loyalty. You simply introduce customers to Melaleuca and help them set up their accounts, and they shop directly from eu.melaleuca.com or with the Melaleuca catalogue. You don't have to worry about handling inventory, making a big investment, or giving repeat sales presentations. And since anybody can build a successful Melaleuca business, your organisation can be full of everyday, average customers who refer a customer from time to time. Those referrals continually fuel your residual income.

"I still run into customers I introduced to Melaleuca four years ago, and they tell me how much they love Melaleuca products – they're still my loyal customers today. Having customers who shop for products they can afford every month means we receive residual income."

– BROOKE PAULIN, NATIONAL DIRECTOR 5, USA



THE SMARTEST WAY TO GET STARTED

Ordering a Value Pack is the easiest and most affordable way to switch your home to products that are of great value for you and your family.

Available exclusively to new customers in their start month plus following calendar month, Value Packs feature dozens of Melaleuca's most popular products at additional savings off the already-discounted Preferred Customer prices. These packs will help you jump-start your Melaleuca business by giving you firsthand product

knowledge. But that's not all. They also unlock extra earning potential for you as a business builder: Marketing Executives who purchase Value Packs also qualify for the Pacesetter Programme, which will double your advancement bonuses. See pages 12–13 of this booklet and the *Power of Pacesetter* brochure in your Membership Kit.



INCREDIBLE SAVINGS
Value Pack price*:
£ 169 / € 209
 Preferred price if purchased individually:
£ 232.35 / € 288.69
Save additionally over 25%
 off Preferred price

* As compared with the Preferred Customer price when purchased individually.

THE VALUE PACK IS THE ULTIMATE VALUE. IT CONTAINS MORE THAN 38 MELALEUCA ITEMS AT A SAVINGS ADDITIONALLY OVER 25% OFF THE PREFERRED PRICE!



Upgrade your Value Pack with the Business Pack!

Purchasing a Business Pack brings additional value and provides the tools you need to refer customers and build your business quickly. It includes:

-  **10 Membership Kits**
£ 190 / € 250
-  **5 Melaleuca Catalogues**
FREE
-  **1 Renew Referral Pack**
FREE
-  **100 Personalised Business Cards**
FREE



When you have Membership Kits on hand for your new customers, they'll immediately have what they need to get started right.

Each Membership Kit contains:

- *Melaleuca Country* catalogue
- *Preferred Customer Benefits* booklet
- Forms to set up a customer shopping account
- *Power of Pacesetter* brochure
- *Delivering Wellness* overview materials
- *A New Day!* Compensation Plan booklet
- *Building Your Melaleuca Business* booklet
- *Statement of Policies* booklet
- *Which Products Do You Use?* form

YOUR STATUS AND EARNING POTENTIAL GROW AS YOUR BUSINESS GROWS

Marketing Executive statuses serve as milestones or goals for the growth of your Melaleuca business. Advancing to a new status will be a satisfying source of pride and accomplishment, in addition to bringing significant financial rewards.

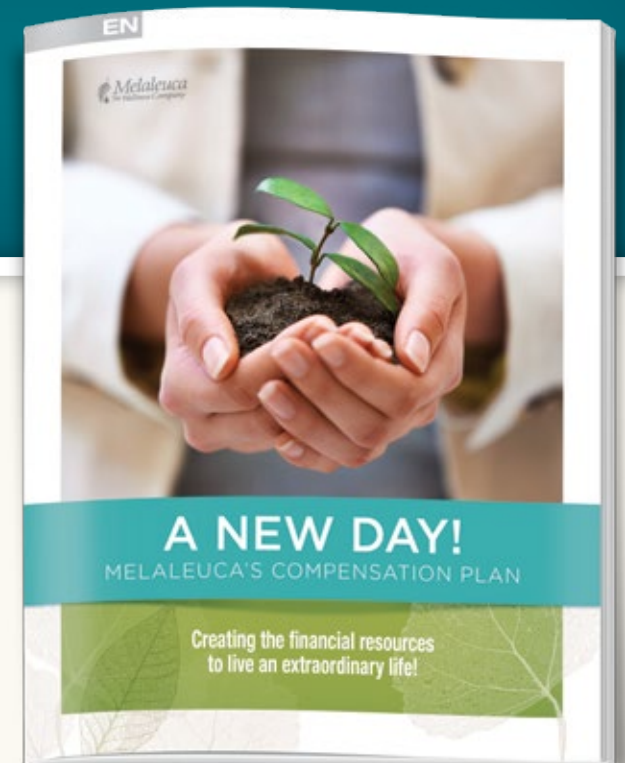


Each time you “advance,” or achieve a new status, you qualify for an Advancement Bonus. For the Director and Senior Director statuses, you can double those bonuses by achieving new statuses within a certain schedule. That is called the Pacesetter Programme. There are 37 statuses for you to earn. You receive an Advancement Bonus each time you advance. Each new status has its own set of requirements – all of which increase sequentially with the status. Initially, advancing to a new status is simply a matter of personally enrolling new Preferred Customers.

After you achieve Director with eight personally enrolled Preferred Customers, subsequent status advancements also include additional requirements, such as:

- Enrolled Commission Rate leadership (Directors, Senior Directors, and Executive Directors you’ve personally enrolled)
- Organisation Volume (the amount of products purchased in your seven-generation organisation in one month)
- Leadership Points (points earned for doing presentations and enrolling new customers)
- Personal Enrollee Group Volume (the total organisation Product Point volume of your personal enrollees in any given month)

Each advancement to a new status is cause for celebration, and every time you advance, Melaleuca will celebrate your accomplishment with you and your team.



For a complete listing of statuses and requirements, please consult Melaleuca’s Compensation Plan booklet *A New Day!*

WHAT’S IN A STATUS? Wondering how to reach a certain status? Here’s a quick look at the major milestones and some of the requirements to achieve each one.



DIRECTOR

- A Director has:**
- 8 personally enrolled customers



SENIOR DIRECTOR

- A Senior Director has:**
- 20 personally enrolled customers
 - 5 personally enrolled Directors



EXECUTIVE DIRECTOR

- An Executive Director has:**
- 20 personally enrolled customers
 - 10 personally enrolled Directors



NATIONAL DIRECTOR

- A National Director has:**
- 20 personally enrolled customers
 - 10 personally enrolled Directors
 - 4 personally enrolled Senior Directors



CORPORATE DIRECTOR

- A Corporate Director has:**
- 20 personally enrolled customers
 - 10 personally enrolled Directors
 - 5 personally enrolled Executive Directors

REAL FAMILIES EARNING REAL RESIDUAL INCOME

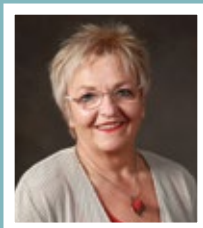
90 days

6 months

1 year

2 years

Director 3 in 90 days



Edeltraud Landsteiner

Enrolled: **2nd February 2013**
Achieved Director 3: **April 2013**
April 2013 Cheque: **£ 690 / € 922**
April 2013 Monthly
Residual Income: **£ 127 / € 170**

Edeltraud was retired when she was introduced to Melaleuca in 2013 and enrolled because she fell in love with the products. She wasted no time introducing 12 of her friends and family to Melaleuca and advanced to Director in her very first month, earning a first cheque totaling £ 734 / € 982. Edeltraud understood that loyal, long-term customers are crucial for building a lasting business and laid a special focus on Customer Service. "A neglected customer, who feels like it was only about getting their signature, will most likely not be enthusiastic for very long," she says. Edeltraud set her goals, connected with her customers, and advanced to Director 2 in her second month. Within 90 days she had developed a personal Director and advanced to Director 3.

Today, Edeltraud is a Senior Director 3 and has earned £ 44 626 / € 61 346 with Melaleuca.

Senior Directors in 1 year



Clodagh & Eamon Hegarty

Enrolled: **2nd June 2011**
Achieved Senior Directors 2: **Apr 2012**
April 2012 Cheque : **£ 6 565 / € 8 788**
April 2012 Monthly
Residual Income: **£ 916 / € 1 227**

When Clodagh and Eamon came across Melaleuca in 2011 they knew they had found an outstanding, ethical company which would not only offer their friends a business but themselves the chance to build a real residual income and a Plan B for their future. They enrolled nine customers in their first month and advanced to the status of Director earning £ 452 / € 605. Clodagh and Eamon spent the next nine months sharing Melaleuca with their friends and family and advancing their business to Senior Director. Their cheque in April 2012 totaled £ 6 565 / € 8 788. "During the past three years Eamon and I have built up a significant residual income and we look forward to seeing that continue to grow," Clodagh says. "However, for us Melaleuca is not all about the money, it's about being part of a community, working as a team to enhance other people's wellbeing with Melaleuca's superior, life-changing products."

Clodagh and Eamon are now Senior Directors 3 and have earned £ 60 962 / € 83 802 with Melaleuca.

Executive Director in 2 years



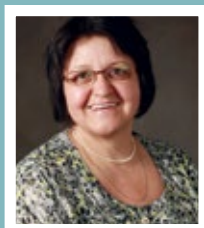
Erwin Burgstaller

Enrolled: **28th January 2013**
Achieved Executive Director: **June 2014**
June 2014 Cheque : **£ 8 579 / € 11 489**
June 2014 Monthly
Residual Income: **£ 2 792 / € 3 740**

Erwin enrolled with Melaleuca in 2013 because he saw a potential to build a business he could leave as a legacy to his children. This is something he had been searching for years. He fully committed himself to achieving his goal and enrolled 10 personal customers the next month. Erwin achieved his first milestone, Director 3, within 90 days and advanced to Senior Director just 9 months later, benefitting from the full range of Pacesetter bonuses. In September 2013 Erwin's commission cheque totaled £ 5 129 / € 6 866. It took just 18 months for Erwin to advance to the ranks of Executive Director. "Reaching Executive Director was a wonderful feeling, not just because I received a cheque that month for £ 8 582 / € 11 489 but because I knew I was enhancing so many lives, that's what drives me; helping other people lead a much better life."

Erwin are now Executive Director and has earned a total of £ 117 356 / € 161 324 with Melaleuca.

Director 7 in 6 months



Rosa Nowak

Enrolled: **4th May 2013**
Achieved Director 7: **November 2013**
November 2013 Cheque: **£ 3 202 / € 4 287**
November 2013 Monthly
Residual Income: **£ 405 / € 542**

When she enrolled with Melaleuca in May 2013, Rosa was a single mum who had just been laid off from her full-time job, because the company she had been working for went into bankruptcy. From one day to another she lost her income and needed to quickly find an alternative in order to make a living for herself and for her teenage son. The month after Rosa enrolled she double advanced to Director 2 and earned a cheque for £ 628 / € 841. This gave her the confidence and motivation to continue growing her business. Rosa was delighted and within her first 7 months she had earned £ 8 389 / € 11 229. "I was so excited in December 2013 as I received a cheque for £ 3 202 / € 4 287 for a month's work," Rosa says. "It was like a dream come true! Melaleuca paid for the most memorable Christmas ever, full of joy, happiness and gifts for the whole family."

Rosa is now a Senior Director 5 and has earned £ 46 883 / € 64 448 with Melaleuca.

Senior Directors 4 in 2 years



Larissa & Paul Dück

Enrolled: **23rd July 2012**
Achieved Senior Directors 4: **June 2014**
April 2014 Cheque: **£ 1 803 / € 2 414**
April 2014 Monthly
Residual Income: **£ 878 / € 1 176**

To improve the financial situation for them and their three children, Paul and Larissa Dück enrolled with Melaleuca in 2012. After seeing a Delivering Wellness Overview they committed to building the business by checking off Category 3 and buying a Value Pack. Two months later they double advanced their business to Director 2 and earned their first cheque totaling £ 630 / € 844. The very next month they developed a Director and advanced to Directors 3. In April 2014, Paul and Larissa double advanced from Director 9 to Senior Director 2, just 18 months after they first enrolled. Only two months later the couple double advanced again to Senior Director 4. Paul decided to devote a full-time effort to his business as of February 2015, which offered him more flexibility in being with his family. "Melaleuca has allowed us the freedom to have more time with our children," Paul says. "Our children also attend a private school which is only possible thanks to our Melaleuca business."

Paul and Larissa are now Senior Directors 4 and have earned £ 42 796 / € 58 830 with Melaleuca.

Enjoy lucrative one-time advancement bonuses each time you advance.

PACESETTER PROGRAMME

Build **faster** and **double** your advancement bonuses!
Imagine how this could change your life!

STATUS	ADVANCEMENT BONUS
Director	£ / € 100
Director 2	£ / € 200
Director 3	£ / € 500
Director 4	£ / € 500
Director 5	£ / € 500
Director 6	£ / € 600
Director 7	£ / € 700
Director 8	£ / € 800
Director 9	£ / € 1 000
Senior Director	£ / € 2 000

OR

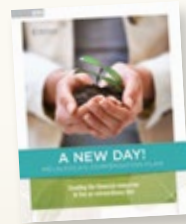
£ / € 6 900 One-Time Advancement Bonus Total

Your month of enrolment: (e.g. May) _____

STATUS	PACESETTER PROGRAMME		
	PACESETTER BONUS	MONTHS AFTER ENROLING	ADVANCE BY:
Director	£ / € 200	2	(Month of enrolment +2)
Director 2	£ / € 400	3	(Month of enrolment +3)
Director 3	£ / € 1 000	4	
Director 4	£ / € 1 000	5	
Director 5	£ / € 1 000	6	
Director 6	£ / € 1 200	7	
Director 7	£ / € 1 400	8	
Director 8	£ / € 1 600	9	
Director 9	£ / € 2 000	10	
Senior Director	£ / € 4 000	11-12	

£ / € 13 800 Pacesetter Bonus Total

*Write in the months after the month of your enrolment.



Please refer to Melaleuca's *A New Day!* Compensation Plan for further details on earning commissions and bonuses.

2X

When you advance on Pacesetter time frame, you earn **DOUBLE** the advancement bonus!

PACESETTER PROGRAMME: DIRECTOR 3 IN 90 DAYS

1. Make the decision to achieve Director 3 in 90 days.
2. Enrol with a Value or Business Value Pack.
3. Review the materials in your Membership Kit.
4. Start your contact list.
5. Team up with your enroller or mentor, and be coachable.
6. Schedule action and set appointments.

If you're planning to build a substantial Melaleuca organisation that will provide thousands of Pounds / Euros a month in residual income, Director 3 is your launching point, and achieving it will help you learn the fundamentals for building your business.

The reason you should start by purchasing a Value or Business Value Pack is twofold: the pack will introduce you to a large selection of Melaleuca's products and help you better share them with others, and it will qualify you to earn Pacesetter Bonuses, which are double the standard Advancement Bonuses. A Value or Business Value Pack will be crucial to your success.

Come to your Strategy Session prepared to ask your mentor or enroller any questions and to map out your Director 3 in 90 days plan. Write down your contact list, discuss how to set appointments, and then schedule at least two *Delivering Wellness* overviews for the next two weeks.

For your first month, aim to enrol 10 Melaleuca Preferred Customers. For month two, enrol 10 more Preferred Customers and develop one personal Director. For month three, repeat month two – enrol 10 Preferred Customers and develop one Director.

Team Up

- Ask your mentor or enroller any questions you have about building a Melaleuca business, then work together to determine your Director 3 in 90 days plan.
- Start your contact list. Work with your mentor to determine who your potential business partners are and who you'll invite to your first *Delivering Wellness* overviews.
- Discuss tips and information for effectively setting appointments and set a few appointments before you wrap up your Strategy Session.
- Be coachable!



I Commit to Achieve Director 3 in 90 Days

Name: _____ Date: _____

What income on a monthly basis would make a difference in your life? £/€ _____

What are your options to earn that monthly income? (2nd or 3rd job, spouse gets job, conventional business, franchise?)

Why is the income important? Retirement, car, get out of debt, help with your children's education? What difference will it make?

What does your future look like without that income?

What is Director 3 in 90 days worth to you?

1. Your picture in the *Leadership in Action* magazine several times
2. Create a story to tell for rest of your Melaleuca career
3. Your income will be approximately £ 2 200 / € 3 000 in 90 days! (See the Annual Income Statistics on page 39 for more information.)

Here is the plan of action:

1. Make the decision and resolve to see it through
2. Enrol immediately with a Business Value Pack
3. Read the information in your kit and write down any questions
4. Complete your contact list and use the form in the kit
5. Ask your questions during the Strategy Session
6. **SCHEDULE ACTION!** Schedule appointments immediately below.

Take action immediately! In order to get 10 enrolments this month, I will:

Schedule two in-homes immediately with enroller on (date) _____ and (date) _____
 Schedule two 2-on-1 overviews with enroller on (date) _____ and (date) _____
 Schedule two webinars with my long-distance contacts on (date) _____ and (date) _____
 Schedule to attend next Melaleuca Event at on (date) _____

Fill in the blanks with enrolments:

Month 1:	circle one:	Month 2:	circle one:	Month 3:	circle one:
1. _____	cat 1 2 3	11. _____	cat 1 2 3	21. _____	cat 1 2 3
2. _____	cat 1 2 3	12. _____	cat 1 2 3	22. _____	cat 1 2 3
3. _____	cat 1 2 3	13. _____	cat 1 2 3	23. _____	cat 1 2 3
4. _____	cat 1 2 3	14. _____	cat 1 2 3	24. _____	cat 1 2 3
5. _____	cat 1 2 3	15. _____	cat 1 2 3	25. _____	cat 1 2 3
6. _____	cat 1 2 3	16. _____	cat 1 2 3	26. _____	cat 1 2 3
7. _____	cat 1 2 3	17. _____	cat 1 2 3	27. _____	cat 1 2 3
8. _____	cat 1 2 3	18. _____	cat 1 2 3	28. _____	cat 1 2 3
9. _____	cat 1 2 3	19. _____	cat 1 2 3	29. _____	cat 1 2 3
10. _____	cat 1 2 3	20. _____	cat 1 2 3	30. _____	cat 1 2 3

Building a Melaleuca business is a simple and proven process. It is simply repeating the same proven process over and over again. One great advantage is the power of teamwork and matched effort. When you set a goal to reach Director 3, you are setting a mutual commitment to build your business! Take this seriously and you will enjoy the results!

Enrollee Commitment Signature: _____ Date: _____

Enroller or Mentor Commitment Signature: _____ Date: _____

For more information on advancing to Director 3 in 90 days, visit the Print & Download Centre at eu.melaleuca.com and download the "Director 3 in 90 days" form.

THE SEVEN CRITICAL BUSINESS-BUILDING ACTIVITIES



As you read this booklet, you'll be introduced to Seven Critical Business-Building Activities for succeeding with your Melaleuca business. If you want to achieve your goals with Melaleuca, you need to focus on and repeatedly do these seven activities day after day and week after week.

I want you to notice something about the Seven Critical Activities, the first four in particular. You cannot do Critical Activity 3, Make Overviews, before you do Critical Activity 2 or Critical Activity 1. That's not how it works. These activities are in the order because that's the order you'll need to do them in. Before you can hold a Strategy Session, you need to have a *Delivering Wellness* overview and enrol a customer. And before you can do that, you'll need to invite someone you know to your overview.

There's a reason the first Critical Activity is not Set Appointments. Before you invite someone to your overview, you should already have a relationship. The first thing to do is add their name to your contact list and begin establishing a relationship. When the time is right, you can invite them to attend a *Delivering Wellness* overview and make a decision about Melaleuca.

We are a "warm market" company. The right way to build your business is with people who know you, like you, and trust you. So before you approach someone to set an appointment, take the time to build a genuine relationship with them. As you help them reach their goals, you'll find that those personal relationships can be just as rewarding – if not more so – as your income from your Melaleuca business.

– Frank L. VanderSloot
CEO, MELALEUCA, INC.

There is no secret to how the Senior and Executive Directors got where they are. They understand [the] Seven Critical Activities and they work at them consistently. There is a magic way to build a large, successful Melaleuca business! It's called hard work! Doing the simple things! Every day!

1 KEEP BUILDING YOUR CONTACT LIST

Take a look at any successful Melaleuca business and you'll always find one thing: a strong and vibrant contact list.

Whether you're a seasoned Executive Director or a brand-new Marketing Executive, you have to pay regular attention to your contact list – and you have to help others in your organisation do the same.

As the lifeblood of your business, your contact list needs to be constantly nourished (by adding at least one new name every day). Don't prejudge anyone by thinking they would never be interested in learning about Melaleuca. Many times the people you think would be least interested are very excited to hear about exceptional, safe products for their families and an opportunity to earn additional income.

Be thorough; write down the names of everyone you know. Think of the names of people you invited to your wedding, those on your Facebook friends list, or those you follow on Twitter or Instagram. You never know where you'll be when you remember an old friend from school or make a new acquaintance at the market, and failing to write down a name in the moment may mean a golden opportunity lost forever. So keep your contact list with you wherever you go to ensure that nobody is forgotten.

Expand Your Horizons to Meet People

The best way to meet new people is to spend time in situations where you can meet, greet, and get to know others. This can be a book club, a yoga class, or a parents association. Or it can be a church group, a professional association, or a community organisation. Attending your children's games, recitals, parties, and other events is one of the best ways to meet and strike up conversations with others. Your options are unlimited.

One way to grow your contact list and benefit your community at the same time is to become a volunteer. Volunteering allows you to not only serve, but also to meet a lot of people who are highly interested in helping others reach their goals – making them a perfect fit with Melaleuca!

Build a Relationship

As you attend networking events and meet new people, be sure to make the conversation about them, get to know them, and find out everything you can about them. Take the time to develop a relationship. This may take weeks or even months, and that's okay. Remember, you're trying to help them, and unless they know you really care about them, they aren't likely to listen to you.

Look for those who need the business – who are out of work, caring for old or sick family members, struggling to meet their monthly bills, or looking for a flexible way to earn additional income. Mark those names with stars in your contact list and think about how to best approach them.

Be sure to look for those who could be great business partners. Consider, for a moment, the attributes of your ideal business partner:

- hard worker
- self-starter
- self-motivator
- likeable
- trainable
- cooperative
- interested in others

When you encounter new prospective customers and business builders, determine whether they have these attributes and others you're looking for in a business partner.

2 SET APPOINTMENTS

If you find yourself feeling nervous before you approach someone to set an appointment, don't worry; you're not alone. Corporate Director 3 Mark Atha, USA, says that before he makes appointment-setting calls, he does a quick exercise to get into the right mindset.

"This might sound silly to you," he says. "But before I make a call, I remind myself that this person is already some other company's customer, so I'm really not imposing on them or asking them to buy something they don't currently buy elsewhere. In other words, they really need Melaleuca products and, in many cases, a Melaleuca business as well. In fact, they'll have a better wellbeing with our products and be better off financially should they build a business. Then I tell myself that if I don't talk to them first, someone else will."

If you're approaching a member of the younger generation who's less comfortable with a phone conversation, you might send a text message or a direct message through social media. But ideally, you want to approach someone by phone call.



Your purpose is simply to set an appointment – nothing more and nothing less. Keep your call quick and casual: "Hey, can I have 45 minutes of your time so I can show you what I'm doing? Do you have time tomorrow at lunch or would Thursday night be better?"

When you make an invitation, you've just stimulated their curiosity, but you don't want to get stuck trying to explain everything about Melaleuca over the phone. So instead, immediately shift the focus over to when they can meet: "I don't have time to talk about it right now, but I'll tell you all about it when we get together. What time will work for you?"

To respond that way, you might make your appointment-setting call when you truly don't have a lot of time – 5 minutes before you walk out your door to go somewhere or just before you walk into another appointment.

Becoming a pro at setting appointments takes practice, but you don't have to practice alone. You can get the tips and coaching you need by teaming up with your enroler and your support team. And check out eu.melaleuca.com for specific training on making approaches.

Putting Others at Ease

If you're feeling nervous as you're calling a friend, Executive Director 8 Rachelle Ferguson, USA, suggests saying so at the beginning of your approach: "I'm pretty nervous to call you because you're the first person I'm calling for my new business." As Rachelle says, "If you lower your walls, they'll lower theirs."

If you can hear or see that your contact is feeling uncomfortable, or if they seem disinclined to set an appointment with you, find a respectful way to put them at ease. Here's another suggestion from Corporate Director 3 Mark Atha, USA:

"It almost doesn't matter what their concern is. You can just respond, 'I understand why you'd feel that way, but I tell you what: it's no big deal to me. Why don't we sit down for a few minutes, I'll show you how it works, and if you still feel that way, then don't do it – fair enough? I'd like to show you anyway because I'm excited about it, and, who knows, you might think of someone you know who would be perfect for me to talk to.'"

Mark's response – "it's no big deal" – defuses the tension and releases the pressure. As Mark says, "Your posture is telling them, 'It's okay for you to tell me "no" after you see the Delivering Wellness overview, but how can you say "no" before? You don't even know what you're saying "no" to.'"

Sample Approaches:

"I have partnered with one of the top e-commerce wellness companies and we manufacture an entire line of products that are addressing today's health concerns such as diabetes, heart disease, weight loss, and more. We'll have to get together so I can share more."

– from **Executive Director 6 Stacy Bodnar, Canada**

"I've partnered with an international wellness company, and I'm not sure if you'd be open to hearing about it, but I think it would be a great complement to what you're already doing. Would you be open to hearing some information about it?"

Or, "I've partnered with a U.S. manufacturer, and I thought of you because this could be amazing for you. I'd love to share this information with you to see how it could benefit your family."

– from **Executive Director 5 Corey Keller, USA**

"Hi Jill, I was thinking about you the other day and what you said about being in the hospital with John because of another asthma attack. I don't know if you know, but I've partnered with a company that specializes in helping people get the chemical irritants out of their homes. I think our company could really help your whole family. Would you be open to sitting down with me and having me share the benefits of our products? What might be a good time to connect for about an hour? I can come to your house or you can come on over to mine."

– from **Corporate Director 3 Michelle Smith, USA**

"Have you heard of eu.melaleuca.com? No? It's a fabulous online shopping club that offers exclusive wellness products shipped to your door at huge savings. I've been a member for years and wouldn't live without it! Only members can refer members, so why don't we grab a coffee and I'll show it to you."

– from **Executive Director 4 Sandi Sullivan, USA**



"Hi Nancy, I'm calling because I started a business I'm really excited about. I honestly don't know if it would intrigue you, but I'd like to borrow you for 45 minutes so I can educate you on what I'm doing. And maybe you can point me in the direction of someone it would be a good fit for."

Or, "I don't know if you know what I do, but I have a business I absolutely love, and I honestly don't know ... [repeated from above]"

– from **National Director 7 Heidi Bartolotta, USA**

"I'm a Marketing Executive here in the Denver area for The Wellness Company and we specialise in helping people get out of debt by substantially increasing their monthly income with five to 10 hours of effort a week. I love what I do. I'd love to tell you about it sometime."

– from **National Director 5 Brooke Paulin, USA**

3

GIVE DELIVERING WELLNESS OVERVIEWS

Successful Melaleuca business builders use *Delivering Wellness* every time they do an overview because it's simple and can be easily duplicated.

Remember, what you do duplicates. If you use only a portion of the overview or your own version of it, your team will not be able to duplicate it. Therefore, do what you would like your new Marketing Executives to do.

This is an important and powerful principle. The most successful Melaleuca organisations always give the same *Delivering Wellness* overview the same way every time. Why? Because they know others will follow their examples.



“What the *Delivering Wellness* overview does is instill belief in a brand-new business builder. They believe they can do it, and because they believe they can, they can. There are a lot of people who love what they see and leave the room saying, ‘Well, I can do that.’”

- JOHN DUFNER, CORPORATE DIRECTOR 2, USA



“The *Delivering Wellness* overview was designed by Marketing Executives with many years of experience. There is no need to reinvent the wheel. Do a complete overview every time and you will duplicate success in your organisation.”

- ED BESTOSO, CORPORATE DIRECTOR 6, USA

Start by Teaming Up

When you first begin building your Melaleuca business, giving overviews will be a somewhat unfamiliar experience. That's perfectly all right. Your enroler and members of your support team will be there to help and to give overviews for you until you're ready. We strongly recommend that you begin by watching them give overviews to your customers. Once you see them do it a few times, you'll become more comfortable with the process and can take over as the presenter – usually about the time you advance to Director 3.

Know Your Audience

As you begin your presentation, try to learn as much as you can about your audience. Ask questions about the following topics:

- What do they do for a living?
- Do they like their current job?
- Are they satisfied with their income?
- Have they ever tried a home-based business before?
- Are they married?
- Do they have children?
- What do they do for fun?
- Would £/€ 500 per month help them in a significant way?
- Does more time with their family mean anything to them?
- Are they concerned about their finances?

Use the answers you get from these questions to show each new customer how a Melaleuca business can help them get what they really want in life.

Confirm Attendance

The day before the *Delivering Wellness* overview, call those you have invited to confirm the time and location. You're actually confirming their attendance, so call to confirm, not question, attendance. This way, they will not be likely to change their minds.

Share the Complete Delivering Wellness Overview

Regardless of whether you anticipate that your customer will become a business builder, share the business portion of *Delivering Wellness* in every overview. Often, the only reason some individuals don't build a Melaleuca business is because they don't know the opportunity exists. Just as the business is important to share, every other element of the *Delivering Wellness* overview serves a purpose for your prospective customers.

A Format for Every Situation

The *Delivering Wellness* overview is available in the following media formats, giving you the option to choose what will work best for you and your audience:

- The DVD is ideal for sharing with home audiences using a TV/DVD player.
- The small booklet is conveniently included in every Membership Kit. It's perfect for one-on-ones, and you should always keep it on hand as a backup.

When and Where to Meet for an Overview

You would typically meet at your home, the customer's home, or some neutral location like a coffee shop, park, or other quiet place that will allow you to talk.

Prepare the Overview Setting

Your preparation can make the greatest difference. The idea behind your room setup should be to eliminate distractions. Turn off the television and place the refreshments in a separate room. Try to have guests sit on hardback chairs instead of couches so they'll avoid getting drowsy during your overview. Orient your room toward the presenter the same way most people's living rooms are oriented toward the television; face chairs toward the front.

Take Your Best Self to Your Overview

You don't have to be a great presenter. Share your experience; that will have the most impact on the quality of your overview. Attendees will find you and Melaleuca credible if you bring confidence and a down-to-earth feeling to the overview.



THE SEVEN CRITICAL BUSINESS-BUILDING ACTIVITIES

CLOSE AND COMMITMENT

At the end of the *Delivering Wellness* overview, your potential customer will be wondering what to do next – this is where you ask them what type of customer they would like to be.

Gain Commitment by Asking the Customer to Choose a Category

As you come to the close of the *Delivering Wellness* overview, introduce and explain the three categories of participation and ask your attendees which category they fit into: Preferred Customer, supplemental income, or significant income.

SHOP & SAVE		REFERRAL MARKETING	
1	Preferred Customer	2	Supplemental Income
	Shop and save: 30%–40% discount	3	Significant Income
			5–10 hours/week £ 280–£ 1 400/month* € 380–€ 1 900/month*
			20+ hours/week >£ 2 800/month* >€ 3 800/month*

When you help your prospective customer choose a participation category, you'll know better how to help them reach their goals.



Complete the Agreement Forms

Filling out forms can seem overwhelming to your new customers. That's why it's very important that you help them through it. Be sure to complete each section and double-check spelling for accuracy.

For help on completing the Customer Membership Agreement (blue form) and the Independent Marketing Executive Agreement (green form), visit eu.melaleuca.com and click on "Start Enrolment."

Complete the Which Products Form

This form is a great tool to help your potential new customers understand the wide variety of Melaleuca's 160 products. Use this form during an overview to help new customers understand how easy it is to convert their homes to Melaleuca products.

Backup Order

Explain that the Backup Order helps to secure their Preferred Customer Membership Benefits, qualifies them for a 30%–40% discount, adds Loyalty Shopping Rewards, and preserves all other benefits of membership. Melaleuca allows them to personalise their Backup Order with their favourite products.



In the event they are unable to shop one month, their customised Backup Order will kick in to ensure they continue to enjoy the benefits of being a Preferred Customer. It's recommended that you help your new customer set up a Personalised Select Pack.



Help the Customer Start Shopping

Going through the Melaleuca catalogue or product price list, help your new customer pick out the first products they would like to try. Call Melaleuca at UK 0800 032 0562* / IE 1800 558 502* or go to eu.melaleuca.com to help them start shopping right away. You can show them how easy it is and speed up the process of their shopping experience. Another best practice at Melaleuca is to have a Value Pack on hand at the time of enrolment so your new customer can take advantage of the additional over 25% savings.

Hand Out Tools

Give your new customers a "take-home" package (the Membership Kit) to review. Have them read the *Your Preferred Customer Benefits* and *Building Your Melaleuca Business* booklets, and begin their contact lists.

*Freephone number for landline users. For calls from mobile phones or abroad, costs may occur.

Other Key *Delivering Wellness* Overview Tips

1. Start on Time and Set a Professional Tone
2. Introduce Hosts If Needed

- If you have team members present, introduce them. "I'm excited to introduce my good friend and business partner..."

3. Share Your Experience

- Share your Melaleuca experience and touch on your goals with Melaleuca.
- Just tell the story – don't exaggerate.
- Talk to everyone as if you are good friends with them.

4. Schedule a Strategy Session

- Set an appointment for your Strategy Session within 48 hours, regardless of whether your customer is interested in building a business or just wants to enjoy the products.
- Ask your customer(s) to review the materials in the Membership Kit and to make a list of questions to discuss at your Strategy Session.
- Make sure you have your schedule so you can set dates and times.
- Have 8–10 Membership Kits on hand to give to new enrollees.



THE GAME PLAN

Building a Melaleuca business is all about enrolling and retaining customers. All of the commissions in the Compensation Plan are based on the purchases Melaleuca customers make.

A NEW DAY! My Game Plan

Why Are You Building a Melaleuca Business?

NAME _____

SIGNATURE _____

What is your current status?

Marketing Executive

Director 1 2 3 4 5 6 7 8 9

Senior Director 1 2 3 4 5 6 7 8 9

My Current Commission Rate _____

	90-Days	Month 3
Status you plan to achieve		
New Personal Customer Enrolments		
New Personal Directors		
Best time to reach you		
Other Key Actions You're Going to Take and Goals You'll Achieve:		

In Which Category Do You See Yourself?

1 SHOP & SAVE
Preferred Customer
Shop and save: 30%–40% discount

2 REFERRAL MARKETING
Supplemental Income
5–10 hours/week
£ 280–£ 1 400/month*
€ 380–€ 1 900/month*

3 Significant Income
20+ hours/week
>£ 2 800/month*
>€ 3 800/month*

Simple Steps to Get Started

1. Set up your shopping account and purchase a Membership Kit
2. Shop for your first product order

*See 2019 annual income statistics on page 32

Categories 2 & 3: Pacesetter

Category 2's and 3's are valuable to your business because they help you increase the number of Category 1 customers in your organisation more rapidly. So you develop 2's and 3's in order to have more 1's.

If your new enrollee tells you they'd like to earn an income and be a Category 2 or 3 business partner, your goal is to help them start off right by qualifying for the Pacesetter programme with a Value Pack or Business Value Pack. **If a Category 2 or 3 purchases a pack and pursues Pacesetter, you should identify a mentor to team up with them and help them reach their goals.**

THE SEVEN CRITICAL BUSINESS-BUILDING ACTIVITIES

4 STRATEGY SESSION

During the *Delivering Wellness* overview, you discussed how some people choose to be Preferred Customers while others choose to take advantage of our unique business opportunity in addition to purchasing our products. You need to determine which Category your new enrollee belongs in, as this will determine your next step.

YOUR GAME PLAN

The decisions your new enrollee makes will determine your next steps. At the end of your overview, be sure to schedule a Strategy Session – if at all possible, for within 48 hours. During the Strategy Session, if they chose Category 1, Preferred Customer, you'll want to:

- Help them place their first order and answer any questions they may have.
- After two weeks, follow up with them. What questions do they have? Which product is their favourite so far?

If they tell you they want to earn supplemental or significant income and are willing to commit to working five or more hours each week, they belong in Category 2 or Category 3:

- So, during the Strategy Session, you'll want to share the importance of getting started with a Value Pack and encourage them to upgrade to the Business Value Pack.
- If they're unwilling to purchase a pack, that's an indication that they really belong in Category 1. This information will help you get them off to the best start.

When a Category 2 or 3 enrollee agrees to purchase one of the packs and commits to working five or more hours each week, that's a clear indication that they are willing to put forth the effort to build a Melaleuca business. To get these folks off to the right start, follow these simple steps for your Strategy Session:

1. Help Them Identify Their "Why"

Help your new enrollee re-connect with why they are building a Melaleuca business. As with any new endeavor, when they remain focused on the end outcome, they can step outside their comfort zone and see past temporary challenges. Perhaps they want to get out of debt, be home with their children, prepare for retirement or improve their quality of life. You may ask them "What amount of monthly income would allow you to reach this goal?" That way, they are clear about their end goal.

2. Power of Pacesetter

Commit them to the Pacesetter programme. Pacesetter is a set time frame with incentives and deadlines for performance. A goal without a deadline is only a wish. Help them see that if they stay on Pacesetter schedule, they can earn double the one-time advancement bonuses. If they haven't purchased a Value Pack, this is the perfect time to commit them to do so.

One of the best activities guaranteed to bring results is holding a Strategy Session within 48 hours. It is proven to create quality enrolments and sustained growth. Businesses that consistently hold Strategy Sessions have higher average commissions, higher average growth rates, lower attrition, more Value Pack purchases, and more duplication through advancement.



IT'S ALL ABOUT TIMING

When should you schedule the Strategy Session? As soon as you can. The longest you should wait is 48 hours after the overview, especially when your new enrollee told you they're excited about Melaleuca and want to build a business. A timely Strategy Session is the perfect way to take advantage of that excitement and convert it into action.

3. Identify the contacts to approach first

Review their contact list and identify the key people with whom they will team up. This is the time for you to set clear expectations for the first step in their Melaleuca business. One clear expectation is to personally refer 20 customers in their first few months. Another is to identify two of those customers to team up with and build a business. Remember the expectations set will be the expectations met.

As you review the contact list, ask them "Who are the people on this list who are most likely to team up with you and build a business? Who needs a plan B or a little extra income? Who is hard working?" These are the type of questions that help them evaluate key members of their team who may want to build a business. Once you have identified 2-3 people, discuss how you might team up to approach and do an overview as soon as possible.

If they have others working alongside them, they are more apt to be successful. In any worthy goal, teaming up is a key to success. If your new enrollee personally refers 20 customers and helps two others to get to Director and do the same, your enrollee will likely be a Director 3 in the first 90 days. That's the right way to get started!

4. Schedule Action

Calendar your overviews and schedule action. The next step is to create your calendar for the first few weeks. Identify the days and times when you will team up to give Delivering Wellness overviews. Schedule time for follow up. Schedule the dates and times of Melaleuca meetings and leadership celebrations.

Let's say your enrollee has a goal to personally refer 10 customers in the first two weeks. That means you'll set five to six times for overviews. Some will be group overviews, some will be one-on-ones and perhaps a few via webcast. Regardless, when they are on the calendar, when they approach their friends, they can say, "On Thursday, I'm having an overview at 1 pm, that would be a perfect time to get together." If your overviews are on the calendar, they're more likely to get to work quickly inviting people to attend.

5. Set appointments

Practice approaches and set appointments. Some people have never set an appointment. They need coaching. They need you to demonstrate how to set an appointment. Remember, E.D.P.E. E stands for Explain, D for Demonstrate, P for Practice and E for Evaluate. Be sure to use all four tools when helping others to make appointments.

Imagine how encouraged your new enrollee will be if they leave the strategy session with 3-4 appointments scheduled. They will have confidence they can build the business and will look forward to your scheduled overview. Without overviews scheduled, they may not follow through as other pressing priorities in life arise.

6. Commit to scheduled times and ways to communicate

Establish clear times to communicate and report back. You will likely be talking on the phone several times a day as you begin. In the strategy session, you can talk about the best times and manner to touch base.



5 CELEBRATE SUCCESS

Celebrating success is a way to inspire people to set goals and achieve more than they ever thought possible. The mission of Melaleuca is to help people reach their goals. To inspire and motivate people to that end, you must celebrate their accomplishments. Melaleuca thrives on celebration! From the smallest of achievements to the largest ones, from enrolling one customer to achieving Corporate Director, leaders need to feel good about what they're doing. When that happens, motivation increases, excitement grows, and abilities expand.

Make Your Celebration Effective

How you celebrate should be wholly determined by who it is you're celebrating. It takes only a few minutes to figure out what people like, what parts of the business they may struggle with, and where they need encouragement. Once you've done that, celebrate with them in a serious manner. Tell them what they did that was successful. Be specific. Tell others about the hard work you've witnessed.

Let them know that you noticed their efforts. Your words and encouragement will likely mean more than any reward you can come up with. Attach a suitable reward on top of that and you'll create a moment in that person's life they will treasure for a long time.



Senior Vice President of Sales Darrin Johnson, President McKay Christensen, and CEO Frank L. VanderSloot



Standing Executive Leadership Council awards night. USA



President's Club announcement at annual Melaleuca US Convention

Recognition Is a Proven Motivator

We all love to be recognised for our accomplishments. Whether it's a pat on the back, a high five, or a note saying, "Job well done," all forms of recognition create positive reinforcement. Often, when someone else notices what we've done, we're more likely to keep striving and pushing harder than ever. Rewards – whether material or emotional – breed hope and belief, and make hard work worthwhile.

Sharing Success Builds Team Loyalty

As a business builder, your goal is to build a cohesive team. A big part of that process is celebrating your team's success. Through the celebrations, you experience a strengthening of relationships, you feed off one another's energy, and you create a synergy that helps each of you work more effectively together than you would alone.

Visit the Recognition Center at eu.melaleuca.com for more information.

6 ALWAYS BE INVOLVED WITH FAST TRACK

A Melaleuca Fast Track is a results-driven Programme designed to help your organisation grow. A series of meetings lasting four weeks, Fast Track helps participants set goals, create action plans, implement those plans, report results, and celebrate success. Team leaders provide motivation, support, and training, and facilitators organise the schedule and recognition awards.



“Fast Track helps you stay focused week after week. If you ask our leaders about the ‘secret’ to their success, many will tell you that the answer is **Fast Track – not only for themselves but for their entire organisation. No one works harder than these leaders.**”

– FRANK L. VANDERSLOOT, MELALEUCA CEO

FIVE ESSENTIAL ACTIVITIES MAKE UP THE CORE OF EVERY FAST TRACK EVENT

1. Assess the business and set goals. Fast Track participants determine where they would like to be by the end of the Fast Track period. Specific goals include number of enrolments, status achieved, number of Value Packs sold, number of appointments set, and in-home presentations.

2. Create an action plan. Each participant – with the help of the team leader – creates a detailed action plan for how they are going to achieve their goals. Using a calendar, they determine what days and times they are going to set appointments, hold *Delivering Wellness* overviews, report to their team leader, and more.

3. Implement the plan. After the Fast Track meeting, the participants follow through on their action plan, tallying their results and reporting to their team leader on schedule.

4. Report and celebrate success. Each week, team leaders report results for their teams. Most often, the results involve enrolling customers and developing new Directors. Those activities that meet the criteria for success are recognised.

5. Train and develop leaders. Take 10–15 minutes of each Fast Track meeting to conduct training on the Seven Critical Business-Building Activities. When conducting your training, remember to briefly explain, demonstrate, practice, and evaluate.

Fast/Track

The Basics of a Successful Fast Track

TIME: The Fast Track is designed to run during the calendar month and should be scheduled on the same day, at the same time each week (always start on time). Consistency is vital to success.

WHO: Include committed Marketing Executives who work closely with one another in their businesses (e.g. your personally enrolled customers).

LEADERS: As a general guideline, team leaders should be Directors 3 or above, as they need to have experience at personally enrolling customers and developing Directors. These leaders should also be organised, accountable, and willing to put in extra energy and effort to keep the team focused on goals.

TEAMS: Teams usually consist of 8–10 members. There is no limit to the number of teams, as long as you can manage the group size.

PRODUCT EXPERIENCES: You should start every meeting with a product experience.

GOALS: Goals should be set the first week and revised or added to each of the following weeks.

ACTION PLANS: After participants set goals, they should put an action plan into place to help reach those goals.

CELEBRATION: Personal accountability and reporting happen on a weekly basis. The facilitator establishes a recognition system and rewards everyone’s accomplishments. Celebration of success is a key part of each weekly meeting.

PARTICIPATION: Once the last week is concluded, participants should be encouraged to attend the next Fast Track.

FEES: You may need to charge a fee for participation. This money helps provide recognition prizes and offsets any other related costs. These fees should not exceed £ 15 / € 20 per business.

7 LEAD BY EXAMPLE

Melaleuca business leaders lead by example because they know their actions are usually duplicated by those in their organisations. Are they professional, product-centered, and positive? If so, others will duplicate their actions. Are they disorganised, demanding, and late to meetings? If so, others will observe and duplicate those actions as well.

As a Melaleuca leader, you should set the example by attending Launch Events and all other Melaleuca meetings. Not only do they offer you inspiration, ideas, and the training you need to grow your Melaleuca business, they also give you the opportunity to develop a reputation as a supportive, involved Melaleuca leader whom others will want to emulate.

Your first two months as a Melaleuca Marketing Executive are critical. You get only one chance to create the beginning of your story – make it as great as you can! Later, when you're referring new customers and trying to encourage them to build quickly, they'll want to know how you did it. You'll be telling your "getting started" story over and over again, so it's important to set your sights on reaching Director in your first month, and Director 3 in 90 days. Refer to pages 14–15 of this booklet

.....
According to actor Will Rogers, "People's minds are changed through observation and not through argument." As you go forward in all your Melaleuca activities, remember that your team members are watching you. Set a good example!



How Do You Convert Your Own Home? It's Simple.

.....
Dispose of all the products you currently use.

Replace those products with Melaleuca products, and tell people you only use safe and effective products in your home now.

Convert Your Home to Melaleuca Products

What would you think if the CEO of Ford Motor Company drove a Toyota? If your favourite restaurant's cook chose McDonald's for lunch? Wouldn't you have a difficult time purchasing the products they represent?

After joining Melaleuca, immediately convert your home to Melaleuca products. Learn everything you can about them, and get in the habit of consistently sharing product and service information with others. The people in your organisation will follow your example and convert their own homes, spreading a powerful belief in the products and the services, and building a strong business foundation.



Be Goal-Oriented

The best leaders are achievers who have a clear idea of what they want out of life, and they take the most efficient route to go after it. That means setting clear goals and developing a step-by-step action plan to achieve those goals. Write down your goals – even the smallest of them – and continue to revisit and revise them every month, every week, and every day as needed. You'll be much more likely to stay on track as your business grows and you lead others by example.

.....
For more information on the Seven Critical Business-Building Activities, go to eu.melaleuca.com and click on "Reference Library."

Frequently Asked Questions

Melaleuca's Business Development Department has compiled answers to the questions most frequently asked by customers. Talk to your enroler or call Business Development at UK 0800 032 0562* / IE 1800 558 502* for answers to other questions you may have.

Enrolling a Preferred Customer

How do I enrol a new customer?

Fill out the Customer Membership Agreement completely, including correct numbers, shipping and mailing addresses, and phone numbers. Include account information and the required signatures. Call the freephone enrolment line UK: 0800 032 0562*, IE: 1800 558 502*, then mail the completed paperwork to Melaleuca. You can also enrol customers online at eu.melaleuca.com.

Is it possible for someone else to be set up on my credit card or as a Preferred Customer?

No. Each customer or Marketing Executive must have an account of which he or she is the owner and is authorised to withdraw funds. Using your own bank account, or credit card to enrol someone may be cause for termination.

If I do not have a credit card, or savings account, can I enrol as a Preferred Customer?

No. Either a credit card, debit account, or savings account is necessary.

I want my new customers to receive the Preferred Customer discount. Can they shop if their paperwork has not yet been received by Melaleuca?

They can place an order with a credit card or a debit account before their paperwork is received. We give all customers the Preferred Customer price on their first order. After that, we need to receive the paperwork for the Preferred Customer discount to continue and for them to use a debit account.

May I enrol a charitable organisation?

Yes. Certain types of charitable organisations are eligible for enrolment. Please call Customer Service at UK: 0800 032 0562*, IE: 1800 558 502* for further instructions.

Do I need a Membership Kit?

Yes. A Membership Kit is the key that unlocks your Melaleuca membership and all the benefits that come with it. If you were given a Membership Kit by your enroler, you can purchase a "Replacement Kit" that will be shipped directly back to that person to replace the kit they gave you.

Building Your Organisation

How do I place new personal customers in my organisation?

You are allowed to "manage" five customers or Marketing Executives on your first generation. You can place customers in those positions or in the organisations of customers in your organisation. We do not tell you how to structure your organisation; we recommend discussing all business-building strategies with your Enroler and support team.

Who is my Marketing Executive?

The first person in your support team. Your Marketing Executive and your Enroler are your primary resources in building your business.

Who do I put down as "Enroler" on the Customer Membership Agreement?

The Enroler must be the person who introduced the new Customer to Melaleuca and helped him/her become a Customer or who played an active role in the presentation of Melaleuca products or business opportunity to the new Customer.

May I have an interest in more than one Melaleuca business?

No. You may only have ownership or ownership affiliation in one Independent Melaleuca Business.

Changes in Your Business

How do I change my Preferred Customer information on my agreement form?

With a simple call to Customer Service at UK: 0800 032 0562*, IE: 1800 558 502*. Some items do require the submission of a new Customer Membership Agreement form. A Specialist can give you greater detail at the time of your call.

Can I "move" a new personal enrollee?

Yes. An Enroler can move a personal enrollee to a different position within the month of enrolment by going online to eu.melaleuca.com and clicking on the New Enrollee Change (NEC) tool. This online tool will allow Enrolers to move a customer free of charge during the customer's month of enrolment. An Enroler also can move a personal Enrollee within his/her business organisation up to two months following the month of enrolment by using the New Enrollee Change online tool. In the two months following the month of enrolment a customer may be moved two times. Every business or customer below the customer or Marketing Executive being moved will follow the enrollee. The requested move is limited to 20 customers. There is an £ 7 / € 10 fee for each customer or Marketing Executive moved in the organisation.

May I move someone within my organisation?

Melaleuca discourages organisation changes. Melaleuca will review organisation change requests with written consent of all seven support team members above the customer or Marketing Executive who would like to be moved. An Organisation Change Form with original signatures is required. Both the person being moved and the Enroler need to sign the form. There is a fee of £ 20 / € 28 for the original move and £ 7 / € 10 for any related moves. An Organisation Change Form must be completed for each person being moved. To have changes done for £ 7 / € 10, all related forms must arrive together. We suggest you work closely with your enroler and/or support team when undertaking this type of request for change. (Statement of Policies, #18, "Transfer from Original Organisation.")

What happens to the structure of my organisation if a customer is not active?

A customer is "inactive" if they did not purchase a minimum of 29 Product Points. If a customer goes inactive for two consecutive months, she automatically loses her position in the organisation. Refer to the Statement of Policy #39 "Roll-Up Policy" for further clarification.

A Marketing Executive in my organisation has not personally produced the required Product Points for the past two months. Is there any way to keep him from losing his marketing organisation?

Two months without producing their Product Point minimum means automatic loss of their marketing organisation.

What will happen to a customer who was inactive for two consecutive months and places an order for 29 Product Points in the third month?

Because he purchased in the third month, he will reactivate back into the original organisation in the first available position under his original Enroler.

How can I change my debit account information?

Fill out and sign a new Customer Membership Agreement form, Section 2, and send it in to us. Additionally, we will need a new SEPA mandate, if the bank information changes.

Someone in my organisation discontinued his Preferred Customer Membership. Can he still purchase products?

He can still purchase directly from the company as a Direct Customer and have his products delivered to him. Direct Customers pay the regular price instead of the 30% to 40% discounted Preferred Customer price. Direct Customers will not maintain an organisational spot in your marketing organisation unless they produce the minimum Product Point requirement.

Is my Melaleuca business inheritable?

Yes, you can will your business (see Policy #16). These transfers must be approved by Melaleuca.

Monthly Business Reports

For what time period are commission and bonuses paid?

Commissions and bonuses are calculated on product sales from the first through the last day of the calendar month.

Who receives a Monthly Business Report?

All Marketing Executives who have an active personally enrolled customer and have earned a commission and bonus will receive a Monthly Business Report Summary and access to a complete online report that details the activity within their organisation.

When do I receive my Monthly Business Report?

Monthly Business Reports are available online on the 15th of each month. If the 15th falls on a weekend or holiday, the Business Reports and commissions are available the following business day. If you have not received your Business Report, call Customer Service at UK: 0800 032 0562*, IE: 1800 558 502*.

Will I receive a Monthly Business Report every month?

If you do not earn a commission in a given month, you will not receive a report.

*Freephone number for landline users. For calls from mobile phones or abroad, costs may occur.

MELALEUCA: TEAMING UP LIKE NO OTHER COMPANY

Nobody succeeds alone. That's why – in addition to your support team – Melaleuca provides you with a dedicated Business Development team to answer all your specific questions. But we don't stop there. As you lead your organisation, especially in the beginning, you'll need personal guidance and professional development.

So to help you advance your business, we have a highly trained group of leadership coaches who are excited about getting to know and serve you. They'll partner with you to set goals, create a business strategy, increase your confidence, and truly enhance your life and the lives of others.



*Freephone number for landline users. For calls from mobile phones or abroad, costs may occur.

HOW MELALEUCA IS DIFFERENT

“MELALEUCA MANUFACTURES QUALITY PRODUCTS, SELLS THEM AT REASONABLE PRICES, AND GIVES CUSTOMERS THE OPPORTUNITY TO SHARE IN THE REVENUES.”

MELALEUCA	MULTILEVEL COMPANIES
Simply switch stores and buy only what you need each month; no risk	1 Require large inventory purchases to earn a bonus
Customers shop directly with Melaleuca; there are no distributors at Melaleuca. There are no levels of distribution at Melaleuca.	2 Distributors purchase and resell products to customers and move products from one level to the next. That's why they are called Multi-Level Marketing companies.
Exceptional products at reasonable prices	3 Prices are often 3 – 4 times the actual products' value
Real products you really use; simply redirect a portion of what you're already spending at the store to Melaleuca	4 Rely on the sensational, such as exotic juice, magnets, and other products
Products developed by world-class scientists	5 Often use unfounded gurus or celebrities to hype their products
Everyone can succeed – anytime	6 “First in” wins; “last in” loses
A 28 year proven track record of consistent growth	7 Companies come and go
High customer retention and repeat purchases	8 Low customer retention and repeat purchases
Anyone can build a Melaleuca business with time and effort	9 Rely on prior MLM experience to succeed
A mission of helping others	10 Focus almost exclusively on money

Melaleuca:

- ✓ Is a financially sound company with a long track record of success
- ✓ Produces unique products that people use month after month
- ✓ Has loyal customers with a high month-to-month reorder rate (approximately 95%)
- ✓ Provides wellness products that are proven to be more economical than brands found at the supermarket
- ✓ Offers an opportunity where anyone can build a successful business
- ✓ Is concerned about its customers, their homes, and the environment; Melaleuca produces products that promote total wellness for life

With Melaleuca:

- NO** large investment
- NO** carrying stock
- NO** taking orders and making deliveries
- NO** billing and collections
- NO** pressuring customers to purchase
- NO** repeat sales presentations
- NO** risk – simply switch stores and save



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AUSTRIA

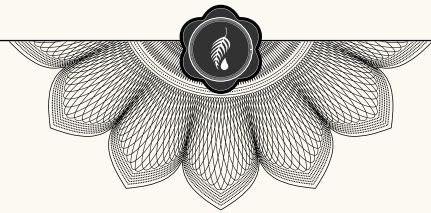
austria@melaleuca.com



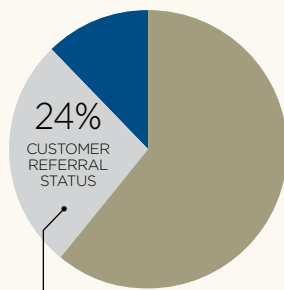
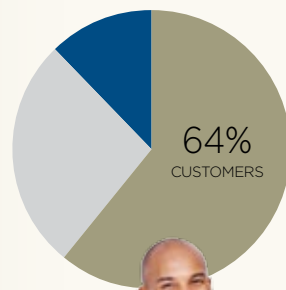
POLAND

poland@melaleuca.com

Melaleuca presents
2013 ANNUAL

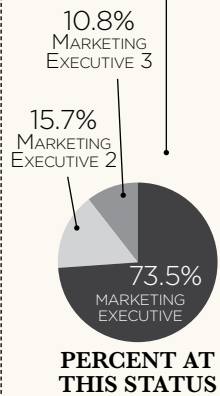


INCOME STATISTICS



Customer Referrals Status

24% of all Melaleuca customers have referred at least one customer but fewer than eight customers. As those customers purchase products directly from Melaleuca, those who referred them receive a small commission. These households are not necessarily interested in the financial opportunity. Their relationship with Melaleuca is primarily because they love Melaleuca products. Their "status" is determined by how many customers they have referred. A Marketing Executive 1 has at least one customer. A Marketing Executive 2 has referred at least two customers and a Marketing Executive 3 has referred at least four customers. While these individuals may not be considered serious business builders, their customers (like the vast majority of Melaleuca customers) come from word-of-mouth referrals. Therefore, the overall contribution of these individuals is significant.



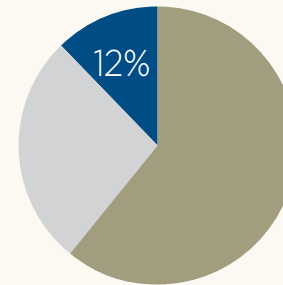
Customers

The majority (64%) of those who buy Melaleuca products each month are strictly customers. They're not interested in pursuing the Melaleuca financial opportunity. They just love Melaleuca products. Only a few of them will ever decide to build a Melaleuca business.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS ¹		
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST	AVERAGE
MARKETING EXECUTIVE 1	£ 1 602 € 2 168	£ 13 € 18	£ 49 € 66	0	1	0	4	1 Mo.	120 Mo.	4 Mo.
MARKETING EXECUTIVE 2	£ 1 922 € 2 600	£ 13 € 18	£ 133 € 180	2	2	2	10	1	120 Mo.	5 Mo.
MARKETING EXECUTIVE 3	£ 3 581 € 4 845	£ 15 € 21	£ 309 € 418	4	5	4	20	1	120 Mo.	5 Mo.

The above annual income statistics include all North American Melaleuca Marketing Executives who were active during all 12 months of the period ending December 2013 and performed the minimum activity required at each status. Income statistics were calculated in U.S. dollars and converted to local currency using a conversion rate of £0.5618 = USD \$1 or €0.76 = USD \$1. Melaleuca reserves the right to modify from time to time the conversion rate based on prevailing exchange rates. The incomes stated include all commissions and bonuses actually paid during the period. For the purpose of these statistics, a

Marketing Executive's leadership or developmental status was calculated by taking the highest status achieved and maintained for at least seven consecutive months. The information on this page is not necessarily representative of what any individual Marketing Executive will earn with this program. Any representation or guarantee of specific earnings would be misleading. Success with any business takes hard work, diligence, perseverance, and leadership. Success with Melaleuca will depend on how effectively a Marketing Executive exercises those qualities.



Developmental Status

Only 1 out of 9 customers (12%) will decide to start their own Melaleuca business and eventually achieve Director status or above. Directors have made a substantial effort (probably spent 50 hours or more) in developing at least eight Melaleuca customers. Those estimated 50 hours could have been spent in a single week or could have been spent over several years. But at some point in their lives, Directors have invested enough time to develop (and maintain) at least eight Melaleuca customers.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS ¹		
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST	AVERAGE
DIRECTOR 1 / 2 (85.5%)	£ 17 290 € 23 390	£ 103 € 139	£ 1 183 € 1 603	10	14	10	69	1 Mo.	120 Mo.	6 Mo.

Initial Leadership Status

Leaders at these statuses have made a more serious effort at building a Melaleuca business. Those who have reached these leadership statuses have not only invested enough time to refer several customers, but they have also helped some of those customers start a business and become Marketing Executives. Those Marketing Executives have, in turn, referred additional customers who purchase Melaleuca products each month. Commissions are paid based on the development of customers and the development of leaders who help others reach their goals.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS ¹		
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST	AVERAGE
DIRECTOR 3 (5.7%)	£ 18 404 € 24 897	£ 1 562 € 2 113	£ 4 437 € 6 002	11	29	48	201	1 Mo.	120 Mo.	12 Mo.
DIRECTOR 4 / 5 (2.8%)	£ 20 740 € 28 057	£ 2 975 € 4 025	£ 7 368 € 9 967	13	39	99	292	1 Mo.	120 Mo.	18 Mo.
DIRECTOR 6 / 7 (1.2%)	£ 32 273 € 43 658	£ 5 592 € 7 564	£ 11 654 € 15 765	15	49	205	445	1 Mo.	120 Mo.	21 Mo.
DIRECTOR 8 / 9 (0.7%)	£ 43 173 € 58 404	£ 8 181 € 11 068	£ 16 428 € 22 223	18	57	315	556	1 Mo.	120 Mo.	21 Mo.

Advanced Leadership Status

Those Marketing Executives who reach Senior Director or above have shown substantial interest and dedication in building a Melaleuca business. While they may not work their businesses full time, it is essential that they invest some time each month nurturing, training, and helping those in their marketing organizations. Melaleuca advocates that Marketing Executives keep their full-time jobs and work their Melaleuca businesses in their spare time. However, some Executive Directors at the higher income statuses do work their businesses close to full time. Melaleuca strongly advocates that Marketing Executives do not quit their full-time jobs until their Melaleuca incomes far surpass the incomes they receive from their full-time employers. Rather, they should add their Melaleuca incomes to their regular incomes, thereby making a substantial difference in their family finances.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS ¹		
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST	AVERAGE
SENIOR DIRECTOR (2.6%)²	£ 189 035 € 255 726	£ 14 093 € 19 065	£ 34 433 € 46 580	20	72	423	1 108	1 Mo.	120 Mo.	21 Mo.
EXECUTIVE DIRECTOR (1.2%)³	£ 214 235 € 289 816	£ 35 365 € 47 842	£ 75 874 € 102 642	20	101	1 072	2 376	4 Mo.	120 Mo.	31 Mo.
NATIONAL DIRECTOR (0.2%)⁴	£ 354 190 € 479 146	£ 78 565 € 106 282	£ 150 473 € 203 559	20	121	2 984	5 116	18 Mo.	120 Mo.	59 Mo.
CORPORATE DIRECTOR (LESS THAN 0.1%)⁵	£ 1 329 613 € 1 798 694	£ 398 491 € 539 077	£ 651 726 € 881 651	20	192	8 389	13 884	29 Mo.	120 Mo.	74 Mo. ⁵

¹ Includes all active Marketing Executives joining Melaleuca within the past 10 years.
² Includes statistics for Senior Director 1 through Senior Director 9.
³ Includes statistics for Executive Director 1 through Executive Director 9.

⁴ Includes statistics for Corporate Director 1 and higher.
⁵ Corporate Director average time includes all Corporate Directors in the statistics.

