

The logo for Adz Zoo features the word "Adz" in a bold, black, sans-serif font. The word "Zoo" is rendered in a stylized, orange and black tiger-stripe pattern with a white outline. The background of the top section is light blue with abstract, wavy lines and a network of grey nodes connected by thin lines.

Adz Zoo

Leadership Format System

Fast Start Guide

2009

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Introduction

In all of my years in business, I have never seen an opportunity as big or as exciting as the one we have in front of us.

AdzZoo is the culmination of all of our great successes of the past combined with revolutionary new strategies that will allow us to fill the next big need on the internet... connecting local businesses with local customers.

To maximize this great opportunity, you must focus 100% on growing your business by executing these key components of the system immediately to explode your business and experience quantum growth.

Your future takes a giant leap forward right now by becoming a student of the AdzZoo Leadership Format System. Then, through the relentless repetition and copying of our blueprint for success, you can be on your way to making your dreams come true by using our proven, duplicable turnkey system.

The purpose of this book is to highlight the key focal points of the Leadership Format System. Study and run this time-tested system to taking full advantage of the AdzZoo opportunity.

We challenge all of the driven, determined, entrepreneurs who recognize this special moment, and see the power of the AdzZoo opportunity, to come join us, follow the Leadership Format System, and go make business history together. For the right person this truly is the greatest opportunity in the world.

Recruit the Planet —



Hubert Humphrey
Master Distributor
AdzZoo, Inc.

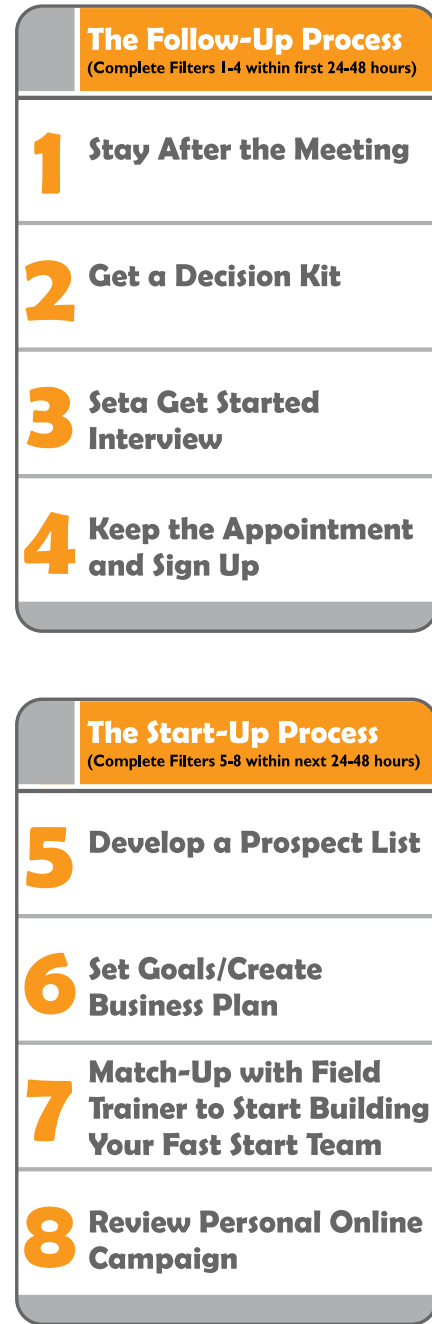
The Leadership Format System Overview

The rapid relentless repetition of these 6 simple recruiting steps and The 8 Speed Filters can lead to the building of a giant distribution system.

The LFS 6 Steps



The 8 Speed Filters



All associates must complete the AdzZoo AIR agreement before the AdzZoo product line. This is hypothetical scenario for illustrative purposes only. There is no assurance that results can or will be achieved. Income is earned from the sale of authorized products and services. No income is earned from recruiting. There is no requirement that an associate of AdzZoo utilize or follow the Leadership Format System or any marketing plan or system developed by AdzZoo.

The Leadership Format System Flow



Step 1

Prospecting

Developing a Target Market

Purpose: To max out and organize your available resources to attract the people necessary to accomplish your goals.

Just as a building contractor cannot construct a building without a large supply of raw materials, an AdzZoo empire builder needs a large pool of prospects to plug into the AdzZoo System to build a distribution empire.

You can divide prospecting into three areas:

1. Natural Market

- Friends, neighbors, relatives, co-workers, social contacts, business contacts
- Anybody and everybody

2. Friendship Farming

- Turning strangers into friends to create a new natural market.

3. Friendship Borrowing System

- Relationship marketing through third-party referrals.

Create a Target Market List

Making a target market list should be a top priority of any new Associate.

Make the list the start of an exciting business adventure. From this list, you'll build a business and potentially transform the lives of the people on it.

1. Add names, don't eliminate them.

Resist the tendency to eliminate people from your list because you think they're too busy or make too much money. That is a major mistake. Remember, it's not just who you know, but also who they know. Use the Memory Jogger to help you add as many names as possible to your list.

2. Identify the "Top 25" on your list.

Your list should have a minimum of 100 names to start and grow to as many as 300 or even 500. But once you develop your list, you need to quickly identify the "Top 25" and begin contacting them immediately with your leader. The people on your "Top 25" list should have the following general qualifications:

- 30+ years old
- Married
- Dependent children
- Homeowner
- Solid business/career background
- \$40,000+ household income
- Dissatisfied

Memory Jogger

1. Work With
2. Boss
3. Partner
4. Elevator Person
5. Landlord
6. Security Guard
7. Vending Sales
8. Secretary
9. Typing Pool
10. Caterer
11. Customer
12. Parking Attendant
13. Coffee Shop
14. Car Pool
15. Personal Manager
16. Sales People
17. Boss's Lunch
18. Lunch With
19. Competition
20. Repair Person
21. Copier Person
22. Union
23. Complainer
24. Inspector
25. Credit Union
26. Pension Plan
27. Fired-Up Male
28. Fired-Up Female
29. Delivery Person
30. Express Mail
31. U.P.S.
32. Mailman
33. Lost Job
34. Almost Lost Job
35. Will Be Laid Off Next
36. Has Been Laid Off
37. Job Hunting Male
38. Job Hunting Female
39. Hates Job
40. Missed Last Promotion
41. Walking Encyclopedia
42. Most Likable
43. Needs Part-Time Job
44. Engineer
45. New Employee
46. Operator
47. Payroll
48. Contractor
49. Movers/Shakers
50. Guard
51. Preacher
52. Nurse
53. Dentist
54. Doctor
55. Surgeon
56. Chiropractor
57. Therapist
58. Carpenter
59. Auto Mechanic
60. Car Sales
61. Body Repair
62. Gas Station
63. Teacher
64. Substitute Teacher
65. Banker
66. Teller
67. Policeman
68. Highway Patrol
69. Home Builder
70. Painter
71. Roofer
72. Insulator
73. Landscaper
74. Wallpaper Hanger
75. Carpet Layer
76. Hospital Worker
77. Department Store
78. Grocery Store
79. Convenience Store
80. Waitress
81. Waiter
82. Chef
83. Cashier
84. Dishwasher
85. Auto Supply
86. Electrician
87. Hardware Store
88. Truck Driver
89. Pharmacist
90. Funeral Director
91. Flower Shop
92. Health Spa
93. Restaurant Business
94. Dry Cleaner
95. Electronics Store
96. TV Repair
97. Furniture Repair
98. Movie Rental
99. Appliance Person
100. Cable TV
101. Eye Center
102. Tire Store
103. Realtor
104. Office Supplies
105. Copier Salesperson
106. Vacuum Cleaner
107. Phone Installer
108. Pest Control
109. Cosmetic Sales
110. Carpet Cleaners
111. Golf Pro
112. Appliance Repairperson
113. Bowl With
114. Hunt With
115. Golf With
116. Fish With
117. Tennis With
118. Ski With
119. Throw Darts With
120. Softball With
121. Baseball With
122. Football With
123. Soccer With
124. Racquetball With
125. Handball With
126. Swim With
127. Fire Chief
128. Fireman
129. Volunteer Firefighter
130. Scout Master
131. Den Leader
132. Barber
133. Beautician
134. Auctioneer
135. Sells Siding
136. Family Pictures
137. Photographer
138. Guidance Counselor
139. Youth Director
140. Sister-In-Law
141. Brother-In-Law
142. Father-In-Law
143. Mother-In-Law
144. Brother
145. Sister
146. Father
147. Mother
148. Cousin
149. Aunt
150. Uncle
151. Grandfather
152. Grandmother
153. Niece
154. Nephew
155. Best Friend
156. Spouse's Best Friend
157. Farmer
158. Army
159. Navy
160. Air Force
161. Marines
162. Baby-Sitter
163. Sister's In-Laws
164. Neighbor On Right
165. Neighbor On Left
166. Across Street
167. Behind
168. Down Street
169. Parent's Right
170. Parent's Left
171. Best Man
172. Maid Of Honor
173. Matron Of Honor
174. Bridesmaids
175. Ushers
176. Fellow Church Members
177. Plumber
178. Jaycees
179. Play Bridge
180. Play Bingo
181. Table Tennis
182. Pool
183. Trivial Pursuit
184. Monopoly
185. Rides With
186. Jogs
187. Runs Track
188. Basketball
189. Plays With Kids
190. Climbs Mountains
191. Hang Glides
192. Karate
193. Your Principal
194. Your Teacher
195. Your Coach
196. Kid's Principal
197. Kid's Teacher
198. Kid's Coach
199. Music Teacher
200. Piano Teacher
201. Hates To Lose
202. Loves To Compete
203. Lamaze Class
204. Kiwanis
205. Lions Club
206. Rotary
207. Good Cook
208. Friend's Parents
209. Lawyer
210. Highway Department
211. Professor
212. Sunday School Teacher
213. Child's Sunday School Teacher
214. Chamber of Commerce
215. Hotel Business
216. Printer
217. Surveyor
218. Radio Announcer
219. Sportscaster
220. Writer
221. Journalist
222. Editor
223. Publisher
224. Tanning Salon
225. Arcade
226. Baker
227. Librarian
228. Accountant
229. Machine Shop
230. Paints Billboards
231. Pilot
232. Stewardess
233. Steward
234. Air Traffic Control
235. Ambulance Driver
236. Travel Agent
237. Antique Dealer
238. Armored Car
239. Telephone Operator
240. Piano Tuner
241. Service Station
242. Sign Painter
243. Who You Camp With
244. Locksmith
245. Upholsterer
246. Veterinarian
247. Notary Public
248. Orthodontist
249. Dance Teacher
250. Loves Seafood
251. Wears Contacts
252. Computer Repair
253. Computer Sales
254. Cabinet Master
255. Bookkeeper
256. Architect
257. Best Fund Raiser
258. Tree Surgeon
259. Railroad Conductor
260. Game Warden
261. Cab Driver
262. Bus Driver
263. Cat Lover
264. Dog Lover
265. Animal Trainer
266. Doll Maker
267. Direct Sales
268. Social Worker
269. Makes Good Fudge
270. Health Food Shop
271. Seamstress
272. Bookworm
273. Likes To Sing
274. Likes To Eat
275. Lawn Maintenance
276. Cellular Phone
277. Rotisserie League
278. Satellite TV
279. Internet
280. Computer Whiz
281. E-Mail List
282. Voice-Mail List
283. On-Line Service
284. Laptop Computers
285. Software
286. Computer Games
287. Desktop Publishers
288. Travel Agent
289. Trainer
290. Works Out With
291. Gym Members
292. Club Members

Top 25 Target Market List

Date: _____

Associate: _____

AD: _____

	Name	Spouse's Name	F/A ¹	Cell Number	Email Address	Profile	Contact Date	Results	Mtg	AIR ²	Client
1.											
2.											
3.											
4.											
5.											
6.											
7.											
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23.											
24.											
25.											

¹ (F) Friend / (A) Acquaintance

² Profile: (1) 30+ Years (2) Married

³ AIR Agreement Signed and Fees Paid

(3) Dependent Children (4) Homeowner

(5) Solid Business/Career Background (6) \$40,000+ Household Income

(7) Dissatisfied

Step 2

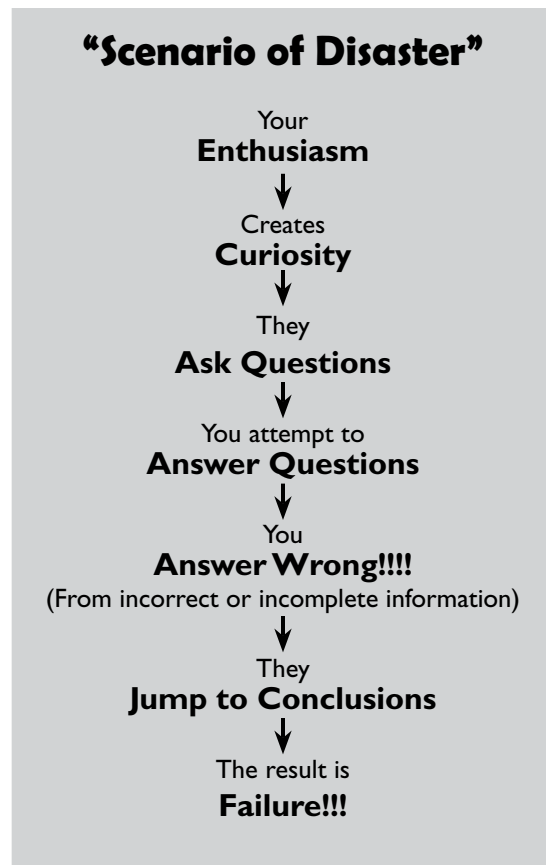
The Approach/Contact

Controlling the Point of Contact

Purpose: To effectively contact a prospect and set a date to attend the next Opportunity Meeting at the office, or alternatively, a one-on-one Meeting in the next 24-48 hours.

Controlling the Point of Contact

Mastering a quality “Invitation” is the proven method of avoiding the “Scenario of Disaster.” Remember, you must control the point of contact.



Points to Remember in Making Contact:

1. **Show enthusiasm.** Don't be tentative. We have a first-class, professional, quality company.
2. **Don't get into extensive questions and answers.** For you, it's premature. Let them hear it from our experienced leadership.
3. **Bring the person to the meeting yourself.** Arrange to pick them up, meet at a neutral site or give clear directions to your office.
4. **Whenever possible, invite both husband and wife.** They are both decision makers.
5. **Master the invitation.** This gives you the verbal tools to effectively communicate who we are and what we do. Learn to be a mobile inviter.

Step 2

The Approach/Contact

Controlling the Point of Contact

Purpose: To effectively contact a prospect and set a date to attend the next Opportunity Meeting at the office, or alternatively, a one-on-one Meeting in the next 24-48 hours.

The Video Contact System/“The Play”

The Key: Run “The Play”

The best way to maximize the AdzZoo opportunity and take full advantage of the Compensation & Recognition Plan is to run “The Play” using the current AdzZoo Contact Video or Opportunity Webinar.

Every new person should experience a minimum 20% recruiting success rate. The rapid, relentless repetition of the Supercharged Video Contact System will ignite a great recruiting explosion throughout your team.

The Video Contact System helps solve many of the problems in contacting prospects:

- You don’t go out alone (the company’s key Leaders are with you).
- You don’t have to make a presentation.
- You don’t answer questions (the video/webinar will do that).

Why Master the AdzZoo Video Contact System?

One associate using the AdzZoo Video Contact System and the LFS:

Cycle	People	10 Videos	Move Twice	Recruit 20%
1	1	10	20	4
2	5	50	100	20
3	25	250	500	100
4	125	1,250	2,500	500
5	625	6,250	12,500	2,500

This is a hypothetical scenario for illustrative purposes only. There is no assurance that these results can or will be achieved. Cycles represent each distribution of Videos.

Step 2

The Approach/Contact

Controlling the Point of Contact

Purpose: To effectively contact a prospect and set a date to attend the next Opportunity Meeting at the office, or alternatively, a one-on-one Meeting in the next 24-48 hours.

The Video Contact System Flow

Pre-Contact Preparation:

- Train your team how to run the Video Contact System.
- Have every possible leader and new recruit start using their AdzZoo Self-Replicating Website, and/or the email with links to the videos/webinars. Also, have them download the LFS Fast Start Guide.
- Your main goal should be to get as many of the new recruit's prospects to visit their AdzZoo Self-Replicating Website to watch the latest AdzZoo contact video/opportunity webinar online as quickly as possible.
- The best way to execute this is to use the company approved email below or your AdzZoo company-approved business cards to send the new prospects to your site.
- Remember the only thing you need to tell people in response to any questions they may ask is, "Just go to my site and watch the video." Don't get into any other details with them. Avoid the "Scenario of Disaster" at all costs.

The AdzZoo Self-Replicating Website Invitation:

You can't fail. How complicated is it? You send the email or hand them your business card with the URL to send them to your site. It is that simple.

1. Email Invitation:

I am so excited about a new business that I have just got started with. It is a new company that is doing incredible things to help people and has the greatest income potential of any business I have ever seen.

"I know you want to know more, so I would like for you to visit my new website at _____ .com to view a video that overviews what our company is all about and then, I will get back with you in the next 24-48 hours, unless you get back with me first. Thanks a lot. I look forward to talking with you more about this soon." (Or you place the video/webinar link directly in the email itself.)

2. Business Card:

When you are on the move and run into someone you know or if you meet someone new, give them your company-approved business card with the URL of your AdzZoo Self-Replicating Website using the same wording above.

3. Search Engine and Other Internet Resources:

You can also drive traffic to your site by starting your own AdzZoo online campaign. This campaign will help you get traffic from major search engines and other websites on a geo-targeted basis just like we do for our AdzZoo customers.

(Note: AdzZoo does not allow the use of spam or other forms of obtrusive marketing or lead systems.)

Step 2

The Approach/Contact

The 3-Way Teleconference Follow-Up

The Purpose: The objective of this 3-way call is to activate the “Greed” and “Curiosity” buttons of the new prospect to intrigue them to attend the Opportunity Meeting and sign-up with AdzZoo.

The first thing a new recruit has is a believability problem with their friends and associates. The prospect brings the “trust factor” and the upline Leader brings the “believability factor.”

The Upline Leader calls the new prospect and says:

“Hello _____ (new prospect), this is _____ (Leader). I’m a _____ (leader’s title) with AdzZoo and I’m working with _____ (new Associate), who is one of our top up and coming leaders in the area. When I asked _____ (new Associate) who were some of the most ambitious people he/she knew, your name was on the top of the list. I know _____ (new Associate) invited you to view the company’s overview video. Did you get a chance to go to the site and watch it?”

If they say, “NO, I haven’t looked at it yet,” the Upline Leader then says:

“No problem, but this company is attracting a lot of attention because of all the amazing things we are doing. I encourage you to go to the site and watch the video in the next day or two. Then you can decide if this is the right opportunity for you.”

If they say, “YES, I’ve looked at it,” without hesitation, the Upline Leader then says:

“Great, _____ (new Associate) and I are really excited about this. AdzZoo is doing fabulous things to help people, and has the greatest income potential of any opportunity I have ever seen. You’re not going to believe what a dynamic team _____ (new Associate) is building. At the pace he/she is going, he/she should be earning a second income of more than he/she is making at their full time job (or from their business) in the next six months. _____ (New Associate) is here with me now and wants to say hello.”

Recruit then says:

“_____ (new prospect), I have never seen anything like this. The income potential here is truly amazing, and you know if I can do it, you can too. I’m going to give you back to _____ (leader). What a great leader he/she is. _____ (Leader) is living proof that this business really works.”

Upline then says:

“_____ (new prospect), I’m sure you want to learn how to double or triple your income over the next few months. You’ll need to rearrange your schedule to give an hour or so to check this out – on either this Tuesday or Thursday night. Which of those two nights is best for you?” (WFA) “Great _____ (new Associate) will come by your home around _____ to pick you up or you can just follow him/her to the office. I look forward to seeing you _____ night.”

If they say, “YES” with hesitation or if they resist, the Upline Leader then says:

“_____ (new prospect) I know you’re busy just like everybody else, but I can tell you are the type of person who wants to make a lot more money while increasing your quality of life. Am I right?” (If they still won’t commit to attending a live meeting, but still seem interested you can schedule them for a One-On-One Meeting or an Online Meeting.)

If they say, “YES” go back to the script.

If they say, “NO,” then the Upline Leader says:

“I understand _____ (new prospect). _____ (new Associate) and I have some other calls to make, but we would love to get with you if your circumstances change. Worst case, we need to get with you to see if you know anyone who could benefit from the AdzZoo concept.”

Step 3

The Presentation

The Opportunity Meeting

Purpose: Show the power of the opportunity.

There is no meeting more important than your next Opportunity Meeting.

By running the System and creating an exciting, quality, professional recruiting environment – you:

- 1. Resell the dream to existing leaders.**
- 2. Teach existing leaders to sell the dream.**
- 3. Sell the dream to new prospects and set a follow-up Get Started Interview in the next one or two days.**

Your entire presentation must be compelling and powerful, and conducted by your most enthusiastic and dynamic leaders. But even if you don't have the greatest speakers in the world, don't let that become a negative. Capitalize on the magic of crowds, the synergy that is created by large groups of people — MoZone.

- **The Live Opportunity Meeting**
The psychology of the Live Opportunity Meeting has proven to be highly successful. All you have to do is learn how to master it and run them on a consistent basis.
- **The One-on-One & Home Opportunity Meetings**
The second option is the one-on-one & home Live Opportunity Meetings. Focus on how to make a powerful, presentation that sells the “big picture” of AdzZoo.
- **The Online Opportunity Meeting**
Another option is the online Opportunity Meeting that allows you to do meetings for people at a distance via the internet. The Online Meeting allows you to recruit 24/7 all across the country.

Step 3

The Presentation

The Opportunity Meeting

Purpose: Show the power of the opportunity.

The Live Opportunity Meeting

1. Be Prepared Mentally.

Your enthusiasm, conviction, and team spirit will have a tremendous influence on the impression we make.

2. Remember, people respond based on what they feel more than what they hear.

Studies have shown that what is really communicated to people is based on the following:

- 7% content (verbal)
- 38% tone of voice
- 55% body language

We are not just attracting people to a business, we are going to attract them to our environment! The atmosphere at the Meeting or at any training session is crucial to a successful recruiting meeting. Arrive 1/2 hour before the Opportunity Presentation begins so that you and your guests can help create and benefit from the “MoZone.”

3. Professional Appearance.

You must be dressed for a business meeting. Proper business attire is to be worn by all guests and team members.

4. When you arrive, go directly into the Meeting Room.

Circulate and help, create a friendly atmosphere. Make sure you personally greet each guest. Stay in the meeting room until after the announcements have been made and you are dismissed for classes, etc...

1. Do not hang around in the halls, lobby, sidewalk, parking lot, etc... If you are waiting for a guest, wait in the Opportunity Meeting Room only.
2. Do not neutralize the excitement of the environment with technical details or any negatives.

5. Have ALL guests sign the register, and get a name tag.

(Use standard name badges – red for new guests, blue for existing associates.)

6. Properly use “Leadership Edification.”

Introduce your guest(s) to your leaders and the speaker. This helps develop a closeness between the speaker and your guest(s). Make sure to use your guest’s name often during conversation with the speaker to insure the name will be remembered through association, and used in interaction during the meeting. Remember, the use of a person’s name is a positive form of recognition.

7. Find your guest(s) a seat near the front.

Fill in existing seats before requesting new ones to be set up. There will be a chair monitor; you and your guests don’t set up chairs! Do not sit with your guest(s) unless you are staying for the entire meeting.

8. If you’re not going to be staying in the meeting with your guest(s)...

Tell them that while they’re spending time with _____, you will be in the next room in the training class and that you will meet them as soon as the meeting is over, and to enjoy their time with _____.

9. If you’re going to be staying in the meeting with your guest(s)...

1. Do not talk during the meeting.
2. Do not answer questions the speaker asks the crowd during the meeting.
3. Do not get up and leave during the meeting.
4. Remember, before and after the meeting is for the guests. If you have any questions, comments or things you need to take care of, wait until all of the guests are gone.

10. Toward the end of the meeting, the top team leaders will be introduced.

People who hold these positions have earned the right to be introduced individually and these leaders typically will be setting the Get Started interview.

While the meeting is in session:

It is imperative that any conversation or business conducted in the lobby or halls be done very quietly so as not to disturb or distract those in the meeting! Also, never re-enter the meeting once it is in session. Late guests must be handled one-on-one.

Step 3

The Presentation

The Opportunity Meeting

Purpose: Show the power of the opportunity.

The One-on-One & Home Opportunity Meeting

1. On-on-One Meeting Psychology

- WHAT?** When you can't get the prospect to a big, live Opportunity Meetings, take it to them.
(use the current Opportunity Meeting Presentation)
- WHERE?** Home, office, restaurant, work, where two or more are gathered.
- WHEN?** Breakfast time, mid-morning, lunchtime, afternoons, dinnertime, evenings (anytime and all-the-time).
4 to 5 days/nights per week.
- WHO?** Friends, neighbors, relatives, co-workers, social contacts, business associates (anybody and everybody).
- HOW?** With enthusiasm and emotion.
Speed width/speed depth.
Feed into group Meeting's.

2. Home Opportunity Meeting Dynamics

- The current AdzZoo Opportunity Meeting presentation
- Three to ten key couples
- Meeting Decision Kit
- Enthusiasm about opportunity
- Feed into group Meeting's
- Two to three per week

One-on-One/Home Meeting Follow up:

If the person decides they want to join immediately, set a date for them to attend a hiring interview or the next Meeting, whichever comes first. If they decide not to join, determine if an AdzZoo campaign would help their current business or the business of someone else they know.

Sample Script:

"No problem, but as you can tell, our concept alone can make a huge impact on most businesses. Do you have a business, or know someone who does, that could benefit from our concept?"

Step 3

The Presentation

The Opportunity Meeting

Purpose: Show the power of the opportunity.

The Online Opportunity Meeting

1. Online Opportunity Meeting Psychology

- WHAT?** When you can't get the prospect to a big Opportunity night, if they live at a distance.
- WHERE?** Anywhere that you and the new prospect have high-speed internet connectivity.
- WHEN?** Breakfast time, mid-morning, lunchtime, afternoons, dinnertime, evenings (anytime and all-the-time).
4 to 5 days/nights per week.
- WHO?** Friends, neighbors, relatives, co-workers, social contacts, business associates (anybody and everybody).
- HOW?** With enthusiasm and emotion. Feed into group Meeting's.

2. How to run the Online Opportunity Meeting

- Sign-up with one of the many online meeting companies such as Go-to-Meeting
- Use the current AdzZoo Opportunity Meeting presentation
- Run them on a regularly scheduled basis 2-3 times a week but be ready to do impromptu one-on-one online meeting's as needed throughout the week
- 1 to 1,000 key couples
- Be sure and have enthusiasm about the opportunity in your voice
- Feed into group Meeting's

Online Meeting Follow up:

If the person decides they want to join immediately, take them to your AdzZoo Self-Replicating Website via the online webinar and sign them up.

Set a date for them to attend a hiring interview or worse case a time to do it via a online webinar in the next 1-2 days.

Email them the latest approved AdzZoo brochures and/or send them to your AdzZoo Self-Replicating Website to get more information and learn even more about the company.

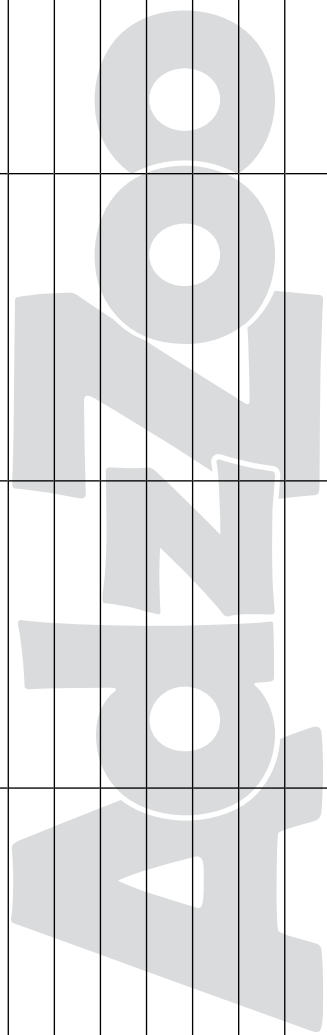
Sample Script:

"No problem, but as you can tell, our concept alone can make a huge impact on most businesses. Do you have a business or know someone who does that could benefit from our concept?"

Possibility Projections For Opportunity Meeting Invitees

Presenter: _____
 Location: _____
 Date: _____

	Name	Invitee's Name	Phone	New or Active	Upline	Committed to Attend
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
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18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						



Date: _____

Location: _____

OPP Mtg Attendance Log

	Name	Email Address	Phone Number	Who Invited You?	First Meeting Yes/No?	Leader	Follow-Up Interview
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
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21.							
22.							
23.							
24.							
25.							

Step 4

The Follow-Up

Mastering the Art of the Follow-Up

Purpose: To move the prospect through filters 1-4 of The 8 Speed Filters.

The Follow-Up

Just as important as controlling the point of contact on the front-end, the follow-up is equally critical on the back-end. The objective of the follow-up is always to move the prospect through the first four Speed Filters as quickly as possible.

The filters do exactly what they say. They filter out the people who are not serious about the opportunity, and allow you to focus on the ones who are. You can tell a person's commitment level by how far and how fast they move through The 8 Speed Filters.

When the follow-up is properly executed, you will help save people from themselves and you will recruit a higher percentage of people. At the same time, you will have a higher volume of production — a by-product of running the system.

The Follow-Up Process (Speed Filters No. 1 - 4)

1. Stay After the Meeting.
2. Get a Decision Kit.
3. Set a Get Started Interview.
4. Keep the Appointment and Sign Up.

(Filters No. 5 - 8 will be covered in Step 5 – The Start-Up.)

Step 4

The Follow-Up

Mastering the Art of the Follow-Up

Purpose: To move the prospect through filters 1-4 of The 8 Speed Filters.

The 8 Speed Filters

The Speed Filters are the best way to keep a new recruit on track for success, and are the ultimate indicators of interest.

Speed Filters 1-4

Filter No. 1 — Stay After the Meeting

If your guest doesn't want to hurry out the door, and wants to stay after the meeting, this is your first sign that you have a potential hot new recruit.

When the meeting ends, go directly to your guest(s), set a positive mood, and say: "Wasn't that great? Let's get a decision kit." Don't ask them what they think, or ask them any other questions.

If they agree: Take your guest(s) to get a kit, then meet with your Leader to set up an appointment for a Get Started Interview. If they resist, or don't want to buy a kit, say: "Ok, but I promised _____ that we'd say good night before we left." Stay in control, and turn and walk toward your Leader. When you get there, say, "_____ wanted to say goodbye."

The Leader then says, "It was great having you here. Did you get a kit?" (WFA) When the prospect says "no," the leader then says, "why not?" (in a very polite manner). This question gives the experienced Leader the opportunity to identify and overcome any objections and/or questions that the prospect has that has caused them not to get a kit. Worse case, if the prospect decides they don't want to join, the Leader can then set an appointment to review their data to determine which of our products are best for them.

Filter No. 2 — Get a Decision Kit

If your new recruit buys a decision kit, you know they are serious about learning more about the opportunity.

The reason we "sell" the kit to the new prospects instead of giving it to them is because everyone will take something if it's free. It would then be impossible to determine their level of seriousness.

The Leader will review the kit and explain why it costs \$5. The kit should include the following items in one envelope:

- AdzZoo Recruiting Brochure
- AdzZoo Compensation Plan
- AdzZoo Client Piece
- Fast Start Team Brochure
- Leadership Format System Fast Start Guide
- AdzZoo Fast Start Check List
- Any other appropriate brochures



Step 4

The Follow-Up

Mastering the Art of the Follow-Up

Purpose: To move the prospect through filters 1-4 of The 8 Speed Filters.

Speed Filters 1-4

Filter No. 3 — Set a Get Started Interview

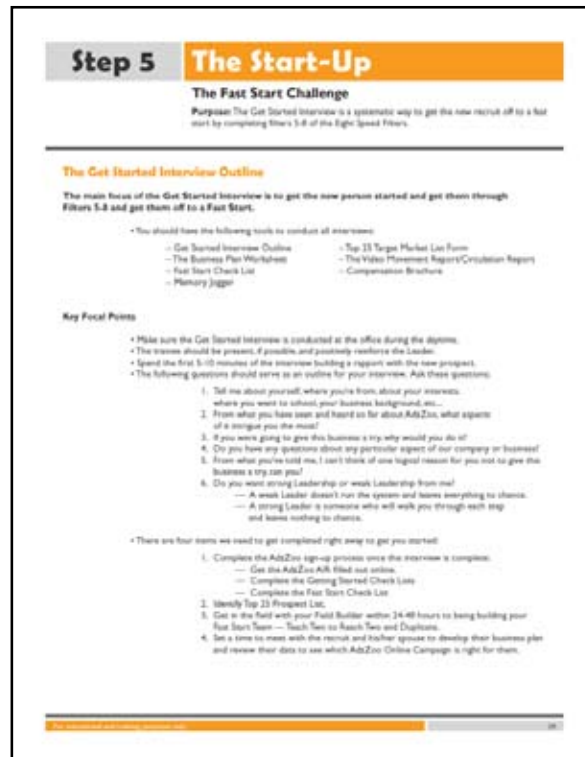
Setting a time to attend a Get Started interview is the next filter in determining the commitment level of your new guest.

When setting the appointment, be supportive to the person making the appointment. Let the Leader handle any objections the guest might have.

If your guest(s) need to reschedule his/her appointment, tell them to call the person with whom they set the appointment, and to do so as soon as possible. Once you find out a need for rescheduling, immediately call your Leader and let him know your guest will be calling to reschedule

Filter No. 4 — Keep the Appointment and Sign Up

This is the last, and most important, filter in step 4 - The Follow-Up. When a new prospect returns for the Get Started Interview and joins the company, it is the sign of a major commitment from a person who is very serious about the business.



(See page 25)

Step 5

The Start-Up

The Fast Start Challenge

Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of The 8 Speed Filters.

The Start-Up

Just as the first few days of an infant's life are critical to his/her health and well-being, the first few days for a new recruit set the tone for his/her business career.

While all the components of the start-up are important, nothing is more critical than beginning to build the recruit's business by surrounding him/her with new recruits. You must instill in the new recruit a 100 percent commitment to growth from day one.

The Start-Up Process (Speed Filters No. 5 - 8)

5. Develop a Prospect List.
6. Set Goals/Create Business Plan.
7. Match-Up with Field Builder to Start Building Your Fast Start Team
8. Review Personal Online Campaign

Field Trainer

The Field Trainer Position is a very important area of focus and activity in your business. To succeed, you must become a field-training expert and establish the prototype for your teammates to duplicate.

The Sales Process

Remember, every presentation is a possible recruiting presentation as well. Keep every presentation duplicable, and close every presentation by asking for referrals.

Step 5

The Start-Up

The Fast Start Challenge

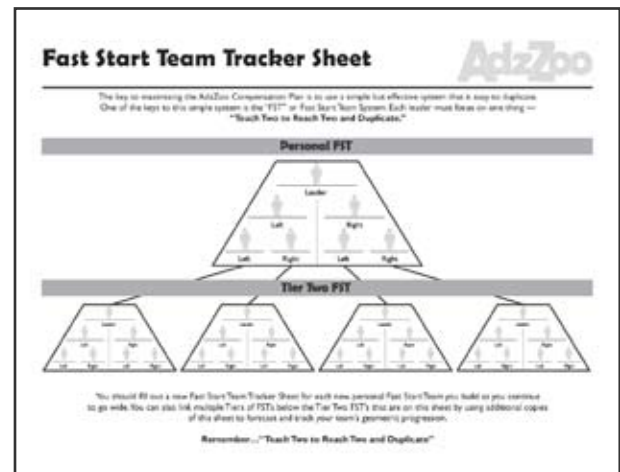
Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of The 8 Speed Filters.

Speed Filters 5-8

Filter No. 7 – Match-Up with Field Trainer to Start Building Your Fast Start Team

One of the strongest indications of a person's commitment is when they take action and begin to build their team.

1. Assign a Field Trainer to every new recruit immediately.
2. The Field Trainer controls the point of contact as the new recruit uses the contacting system to get new prospects to the next Meeting.
3. The Field Trainer holds one-on-one Meeting's with the new recruit (for those who don't attend a group Meeting).
4. The Field Trainer conducts Get Started interviews.
5. The Field Trainer helps them make their field training sales.
6. Make sure each new recruit immediately signs up with AdzZoo and gets off to a fast start.
7. Focus on building your "Fast Start Team — Teach Two, To Reach Two and Duplicate."



(See page 29)

Filter No. 8 – Review Personal Online Campaign

When a new recruit completes their personal AdzZoo Online Campaign for their AdzZoo Business or any other business they own, you know they are very serious about building an AdzZoo business.

- Leader reviews the data for new associate and helps them determine which campaign fits their individual needs.

Step 5

The Start-Up

The Fast Start Challenge

Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of The 8 Speed Filters.

The Get Started Interview Outline

The main focus of the Get Started Interview is to get the new person started and get them through Filters 5-8 and get them off to a Fast Start.

• You should have the following tools to conduct all interviews:

- Get Started Interview Outline
- The Business Plan Worksheet
- Fast Start Check List
- Memory Jogger
- Top 25 Target Market List Form
- The Video Movement Report/Circulation Report
- Compensation Brochure
- LFS Fast Start Guide

Key Focal Points

- Make sure the Get Started Interview is conducted at the office during the daytime.
- The trainee should be present, if possible, and positively reinforce the Leader.
- Spend the first 5-10 minutes of the interview building a rapport with the new prospect.
- The following questions should serve as an outline for your interview. Ask these questions:
 1. Tell me about yourself, where you're from, about your interests, where you went to school, your business background, etc...
 2. From what you have seen and heard so far about AdzZoo, what aspects of it intrigue you the most?
 3. If you were going to give this business a try, why would you do it?
 4. Do you have any questions about any particular aspect of our company or business?
 5. From what you've told me, I can't think of one logical reason for you not to give this business a try, can you?
 6. Do you want strong Leadership or weak Leadership from me?
 - A weak Leader doesn't run the system and leaves everything to chance.
 - A strong Leader is someone who will walk you through each step and leaves nothing to chance.
- There are four items we need to get completed right away to get you started:
 1. Complete the AdzZoo sign-up process once this interview is complete:
 - Get the AdzZoo AIR filled out online.
 - Complete the Fast Start Check List
 2. Identify Top 25 Prospect List,
 3. Get in the field with your Field Builder within 24-48 hours to being building your Fast Start Team — Teach Two to Reach Two and Duplicate.
 4. Set a time to meet with the recruit and his/her spouse to develop their business plan and review their data to see which AdzZoo Online Campaign is right for them.

Fast Start Check List

Success demands that you complete this entire Check List to maximize the AdzZoo opportunity.
Fully Complete Getting Started Check List.

Prospecting - Create A Target Market List:

Begin to develop your prospect list with a goal of a minimum of 100 names. Use the Executive Memory Jogger to add as many names as possible to your list. Identify the "Top 10/25" on your list and get 10 videos dropped in the first week. (If your car broke down in the middle of the night, who would you call?)

The Approach/Contact:

- Control the point of contact.
- Avoid the scenario of disaster.
- Your enthusiasm creates curiosity. They ask questions. You attempt to answer questions.
- You answer wrong!!! (From incorrect or incomplete information.) They jump to conclusions. The result is failure!!!
- Match-Up with your Field Trainer and begin running the Video Contact System/ "The Play."

Order Your Marketing Tools:

- Visit the Online Store order all of your supplies.

Plan To Attend Upcoming Company Events:

- Next Local Meeting: _____ Date: _____
- Next Company Big Event: _____ Date: _____
- Other Upcoming Events: _____ Date: _____

The Presentation – Opportunity Meeting, One-on-One & Online:

- Get your prospects to the next meeting – or take the meeting to them one-on-one.
- Commit to attend all weekly Opportunity Meetings and company events for ongoing training and motivation.
- Dress for all Opportunity Meetings is business.

Complete Your Personal Online Campaign:

- Decide which AdzZoo Online Campaign is right for you.

Start Training Process With Field Trainer:

- Field Trainer assigned by your upline Leader.
- Match-Up with your Field Trainer to begin building your Fast Start Team.

Set An Appointment With Your Leader Within the First 24-48 Hours:

- Discuss starting your personal Online Campaign
- Make sure your spouse is recruited and committed to the business.
- Finish your prospect list and any other paperwork.



The Power of Duplication

Using the Fast Start Team Method

AdzZoo has a powerful compensation system that is the perfect blend of high personal production contracts with binary commissions and check matching from team building, all in one revolutionary compensation plan.

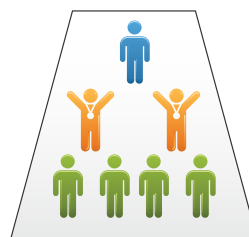
The key to maximizing the AdzZoo Compensation Plan is to use a simple but effective system that it easy to duplicate throughout your team. One of the keys to this simple system is building a Fast Start Team (FST). In this system each leader must focus on one thing —

“Teach Two to Reach Two and Duplicate.”

Here is how it works:

Step One

Teach every leader and new recruit that the first priority in building their business is to build a FST using the “Teach Two to Reach Two” method. They do this by recruiting two personal recruits and helping them each get two.

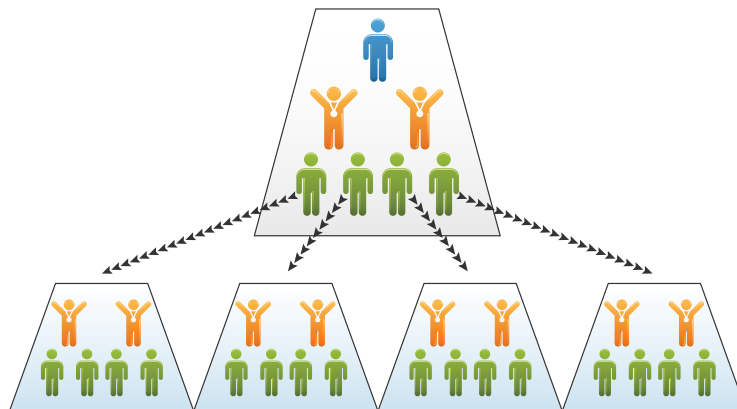


Fast Start Team (FST)

Everybody knows at least two people they can recruit into this business so they will find this method easy and very believable.

Step Two

Next comes the “Duplication” Step. You help each of those leaders build their own “FST.”



Now you can begin to see the power and ease of duplication that comes from the “Teach Two to Reach Two” or FST method.

The Power of Duplication

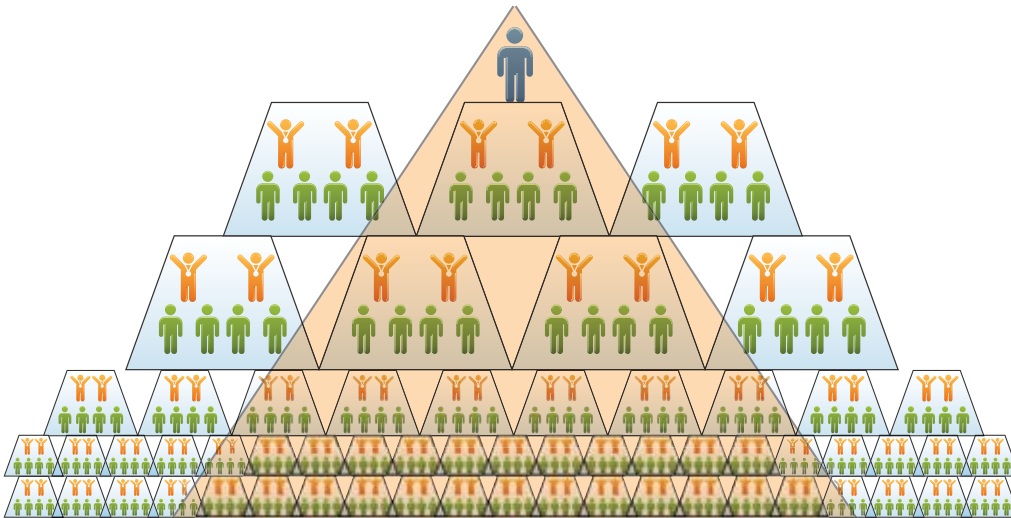
Using the Fast Start Team Method

Here is how it works:

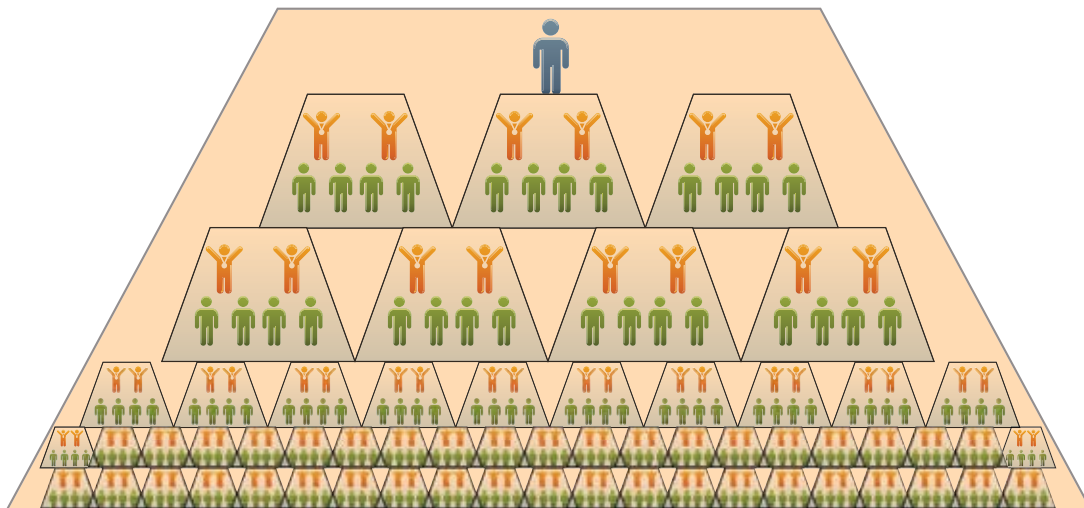
Step Three

Now you are in position to run the FST System throughout your team. This will build both your Enrollment Team as well as your Binary team.

Binary Team



Enrollment Team



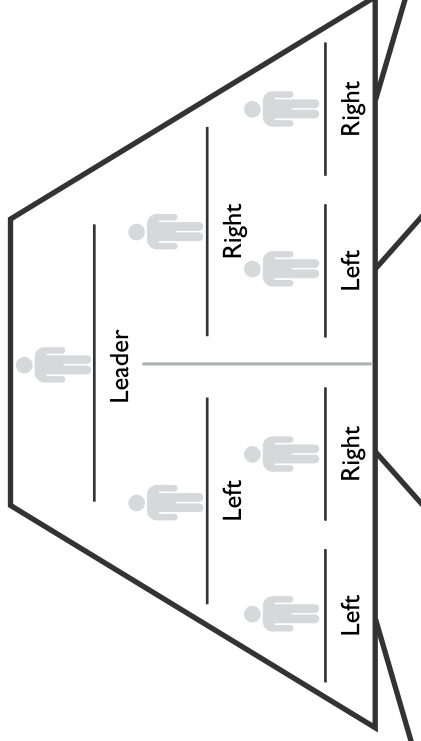
So remember... “Teach Two to Reach Two and Duplicate” and you will be on your way to building a huge nationwide AdzZoo team.

Fast Start Team Tracker Sheet

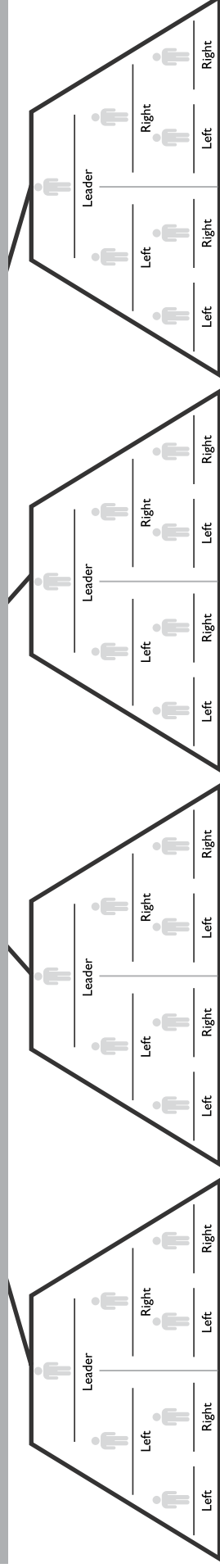


The key to maximizing the AdzZoo Compensation Plan is to use a simple but effective system that it easy to duplicate. One of the keys to this simple system is the “FST” or Fast Start Team System. Each leader must focus on one thing — **“Teach Two to Reach Two and Duplicate.”**

Personal FST



Tier Two FST



You should fill out a new Fast Start Team Tracker Sheet for each new personal Fast Start Team you build as you continue to go wide. You can also link multiple Tiers of FSTs below the Tier Two FST's that are on this sheet by using additional copies of this sheet to forecast and track your team's geometric progression.

Remember... “Teach Two to Reach Two and Duplicate”

Business Plan Worksheet

Current Level

Next Promotion Level

Current Production

Promotion Requirements

Enter the exact amount you desire each month:

New Associates	Sales	Points	Income

Exactly what you will give in return for this:

- Number of evenings/hours per week _____
- Number of Contacts per week _____
- Number of Meeting invitations per week _____
- Number of Meeting attendees per week _____
- Number of follow-up interviews per week _____
- Number of new associates per week _____
- Number of product presentations per week _____
- Number of new clients per week _____

Definite date when you will possess the recruits, sales, points and income: _____

Definite date when you will write out your clear, concise, detailed statement and plan: _____

Definite times each day when you will read aloud your written statement, while vividly imagining yourself in possession of the income and new associates: _____

am

pm



Step 5

The Start-Up

The Fast Start Challenge

Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of The 8 Speed Filters.

Master the Art of Field Training

Three AdzZoo Absolutes

- Every new associate should immediately sign up with AdzZoo and get off to a Fast Start.
- Every new associate should immediately be assigned a Field Trainer.
- Every new associate should immediately have at least one new recruit.

The No. 1 responsibility of every leader in AdzZoo – is to be a Field Trainer.

- The Field Trainer is responsible for training the new recruit:
 - Prospecting
 - A Winning Presentation
 - Get Started Interview
 - Making the Sale
- These presentations can be live or online using a web tool such as Go-to-Meeting when building at a distance.
- Field Train the new associate with the goal of having 5-10 new recruits in the first few weeks.
- Input a minimum of 3 qualified field training sales.

Manage activity for you and your Field Trainers.

- Set, maintain and follow-up on standards of excellence.
 - Field Train three to four nights per week and Saturdays — 10 presentations a week.

Field Trainer Standards of Excellence

	Contacts/Week	Presentations/Week	Recruits/Week	Sales/Week
Poor	0-9	0-4	0	0
Fair	10-14	5-7	1-2	1-2
Good	15-20	8-10	3-4	3-4
Great	21-29	11-19	4-5	4-5
Excellent	30+	20+	6+	6+

Personal Standards of Excellence – 10 Contacts, 5 Presentations, 2 Recruits and 2 Sales per week.

The 8 Speed Filter Check List

	Name	Phone Number	Inviter's Name	FILTER 1 Stay After Meeting	FILTER 2 Get the Kit	FILTER 3 Commit to Get Started Interview	FILTER 4 Complete Interview/ Sign Up	FILTER 5 Develop Prospect List	FILTER 6 Set Goals/ Business Plan	FILTER 7 Match-Up/ Fielding Training	FILTER 8 Personal Campaign
1.											
2.											
3.											
4.											
5.											
6.											
7.											
8.											
9.											
10.											
11.											
12.											
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15.											
16.											
17.											
18.											
19.											
20.											
21.											
22.											
23.											
24.											
25.											

(New prospects should remain on The 8 Speed Filter Check List no more than seven days.)

Step 5

The Start-Up

The Fast Start Challenge

Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of The 8 Speed Filters.

AdzZoo Speed Calendar

Collapse Time Frames/Compress Activity

It is a time to become Possibility Thinkers and Impossibility Achievers by compressing a decade into one year ... one year into three months ... three months into one week ... one week into one day ... and one day into three mini-days.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Mini-Day 1	Mini-Day 4	Mini-Day 7	Mini-Day 10	Mini-Day 13	Mini-Day 16
7am to Noon	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts
	Mini-Day 2	Mini-Day 5	Mini-Day 8	Mini-Day 11	Mini-Day 14	Mini-Day 17
12:01 to 6pm	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts
	Mini-Day 3	Mini-Day 6	Mini-Day 9	Mini-Day 12	Mini-Day 15	Mini-Day 18
6:01 to Midnight	PRIME TIME 7-10pm	PRIME TIME 7-10pm	PRIME TIME 7-10pm	PRIME TIME 7-10pm	PRIME TIME 7-10pm	PRIME TIME 7-10pm
	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts	Minimum 5 Direct Contacts

Total Combustion Super Blitz Campaign

“I expect every AdzZoo Leader to MAX-OUT all 6 days (18 Mini-Days) each week for one full 90-Day Madman Cycle.”

— Hubert Humphrey

If you are not yet full-time with AdzZoo, simply fill in the time slots which you have to devote to building your AdzZoo business.

Speed Calendar

Month: _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Monday Mini-Day 1	Tuesday Mini-Day 4	Wednesday Mini-Day 7	Thursday Mini-Day 10	Friday Mini-Day 13	Saturday Mini-Day 16
	7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____	7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____	7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____	7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____	7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____	7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____
	Monday Mini-Day 2	Tuesday Mini-Day 5	Wednesday Mini-Day 8	Thursday Mini-Day 11	Friday Mini-Day 14	Saturday Mini-Day 17
	12:00 _____ 1:00 _____ 2:00 _____ 3:00 _____ 4:00 _____ 5:00 _____	12:00 _____ 1:00 _____ 2:00 _____ 3:00 _____ 4:00 _____ 5:00 _____	12:00 _____ 1:00 _____ 2:00 _____ 3:00 _____ 4:00 _____ 5:00 _____	12:00 _____ 1:00 _____ 2:00 _____ 3:00 _____ 4:00 _____ 5:00 _____	12:00 _____ 1:00 _____ 2:00 _____ 3:00 _____ 4:00 _____ 5:00 _____	12:00 _____ 1:00 _____ 2:00 _____ 3:00 _____ 4:00 _____ 5:00 _____
	Monday Mini-Day 3	Tuesday Mini-Day 6	Wednesday Mini-Day 9	Thursday Mini-Day 12	Friday Mini-Day 15	Saturday Mini-Day 18
	6:00 _____ 7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____ 12:00 _____	6:00 _____ 7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____ 12:00 _____	6:00 _____ 7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____ 12:00 _____	6:00 _____ 7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____ 12:00 _____	6:00 _____ 7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____ 12:00 _____	6:00 _____ 7:00 _____ 8:00 _____ 9:00 _____ 10:00 _____ 11:00 _____ 12:00 _____
	7:00am to 12:00 Noon 5 Direct Contacts per Mini-Day (Minimum)		12:01pm to 6:00pm 5 Direct Contacts per Mini-Day (Minimum)		6:01pm to 12:00 Midnight 5 Direct Contacts per Mini-Day (Minimum)	
	Prime Time 7:00-10:00pm					

Step 5

The Start-Up

The Fast Start Challenge

Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of The 8 Speed Filters.

Making the Sale

Winning Principles

- Feel good about yourself, have a positive attitude and dress for success.
- Feel good about the company. You must be totally committed to our concepts.
- Sell our concepts by using the latest AdzZoo Client presentation.
- Business Owners need our help. Be a crusader. Be enthusiastic and excited about the good that we do.
- Always get referrals — someone who has bought from you will buy from you again, and is willing to refer you to other people as well.
- There are only two reasons why a business owner in the right market will not do business with you:
 - They don't believe you.
 - They don't understand you.
 - They get customers from word of mouth only and don't want to expand their business
- Understand up front that 20 to 30% of people reserve the right to make the wrong decision no matter what you do and you should not take it personally.

Keys to Making an Appointment

- The best sources of warm market appointments:
 - Prospects after a Opportunity Meeting (personal and team)
 - Appointments set directly from a new recruit's prospect list (everyone gets their hair cut somewhere, or has a dry cleaner they use, or a restaurant they frequent, etc)
 - Referrals from satisfied clients
- You control when the appointment is to be set. Use the "ISH" principle, ("I'll be there 6-ish, 7-ish, 8:30-ish," etc.). Build in time to be a little early or a little late.

Preparation

- Have all your materials with you:
 - Current, company-approved AdzZoo Client presentation
 - Additional support materials and client forms
- Know your potential client as well as possible-
 - Visit their website (if they have one)
 - Do a search to see which of their competitors are coming up.

Step 5

The Start-Up

The Fast Start Challenge

Purpose: The Get Started Interview is a systematic way to get the new recruit off to a fast start by completing filters 5-8 of The 8 Speed Filters.

Making the Sale

Making a Winning Presentation

- Upon arrival, show friendly, low-key interest in the client.
- During your presentation, always make eye contact.
- If you are there on a client referral, use the client's name and ask how they know them.
- Make the AdzZoo Client presentation.
- During the presentation, involve the client on every page by asking questions and encouraging and listening to comments.
- Show live examples of other AdzZoo customer sites (if you have internet access)
- Use tie down statements like, "That makes sense, doesn't it? You'd like to have more traffic driven to your website wouldn't you?" and to reinforce your referral position ("Aren't you glad _____ recommended that we get together tonight?," or "_____ liked that part, too," etc.
- Select the campaign package best suited to fit their needs.
- Make the sale by completing and submitting the Customer Ad Information sheet
- Get referrals.
- Leave current approved AdzZoo client brochures.
- Thank them for their business and let them know you are available to serve their future needs.
- The first presentation should last 10-30 minutes.

Follow-Up

- Drop thank you note or card in the mail to show your appreciation.
- Stay in contact with the client to make certain that any incomplete information or missing documents are taken care of.

Step 6

Duplication

The Rapid Repetition of the System

Purpose: To build a business using a system whereby recruiting never stops.

Run a System Whereby Recruiting Never Stops

To become a legend of the future, you must study the legends of the past. The speed and exactness with which you copy the system will in large part determine your success. This cookie-cutter exactness must be duplicated throughout your team.

Remember two things:

1. The key is to imitate, not create.
2. Marketing is the creation of the outlet and the movement of the product simultaneously.

The Hold-A-Meeting System

- The One-On-One Meeting
- A Dynamic Meeting

Average number of people per week at Meeting = Average number of Base Shop sales per month.

Use a Meeting Projection Sheet. If you don't prepare to have a good meeting — you won't.

Capture The Magic of Crowds Monitor the Numbers

Build to Max-out Profits

1. "Wide"
2. "Deep"
3. "Wide" and "Deep"

Three Laws of Building:

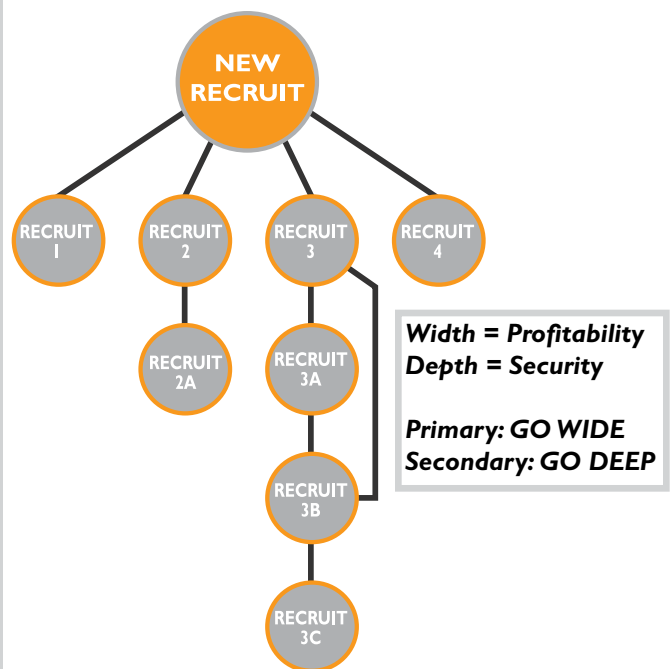
1. A recruit is not a recruit until he/she has a recruit.
2. A leg is not a leg until it is four deep.
3. A team is not a team until it produces two levels of leaders.

Building Outlets

1. Opening outlets is an all-the-time thing.
2. Have quantity to get quality.

Open Outlets and Move Products Simultaneously

- Only 25% of the prospects on a target list will ever come to a Meeting.
- If only 100 come to a Meeting, you can be assured there are 500 to 600 more who should have come.
- Make sure to offer the opportunity to everyone to see if they need an online campaign to promote their AdzZoo business or another business that they own.



***"Always focus on going wide.
Depth will follow. This will build
your Binary & Enrollment Teams at
the same time."***

Step 6

Duplication

The Rapid Repetition of the System

Purpose: To build a business using a system whereby recruiting never stops.

A Recruiter's Mentality

1. Recruiting is a state of mind.
2. Recruiting is an all-the-time thing.
3. Recruit select masses of people.
4. Recruit quantity to get quality.
5. Every prospect is a recruit until proven differently.
6. Aim at recruits/Hit sales.
7. Recruit and train.
8. Recruit and build.
9. Recruit and motivate.
10. Recruit to win.

"Recruit & Motivate" — The System to Simplify and Multiply

Recruit

Run a system whereby recruiting never stops:

1. Personal speed width = You must commit to and execute four consecutive 90-Day Madman Cycles of personal recruiting front-line expansion.
2. You've got to constantly have geometric recruiting through your ambitious leaders and constantly identify, at all levels, your recruiting capacitors who can take a big-time recruiting charge from you.

Motivate

Run a system whereby motivation never stops:

1. Stretch their vision, then motivate them.
2. There's a big difference between a motivated person and a great motivator.
3. To be a great Director of Motivation, you have to constantly, strategically direct your people to proper environment, atmosphere, places, leaders and events that will stretch their vision for you.
4. You can't stretch your own vision, you must submit yourself to great leaders and great visionaries to stretch it for you.

A Builder's Mindset

To Become a AdzZoo Champion You Must Build:

1. A large network of outlets
2. A large base of diversified product-using clients

Two Main Focal Points to Win the Race for Outlets:

1. Get more and more personal direct legs
2. Get more and more people ("old" and "new") to BizOpps



Step 6

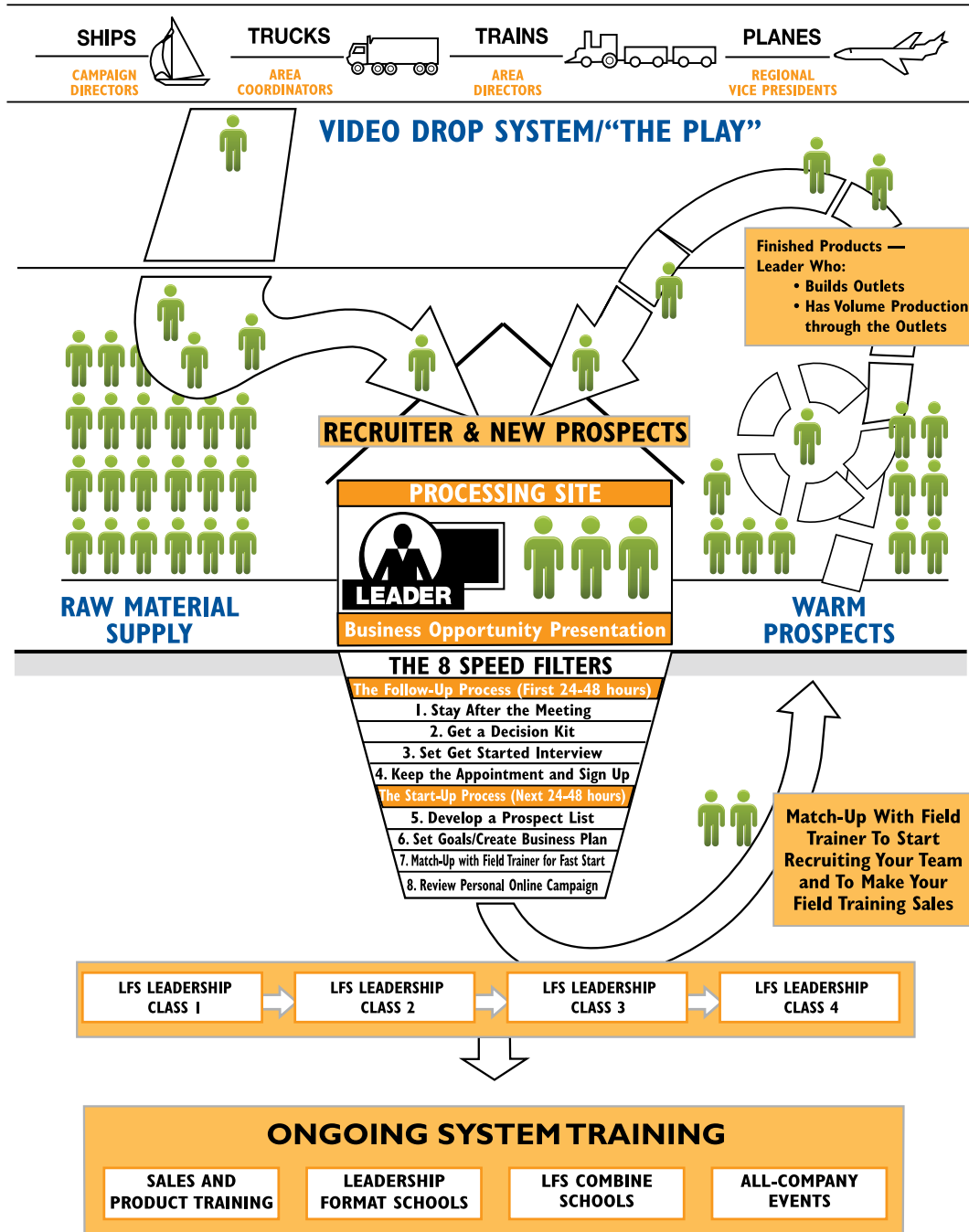
Duplication

The Rapid Repetition of the System

Purpose: To build a business using a system whereby recruiting never stops.

Leadership Format System Recruiting & Building Factory

DELIVERY SYSTEM TRANSPORTATION



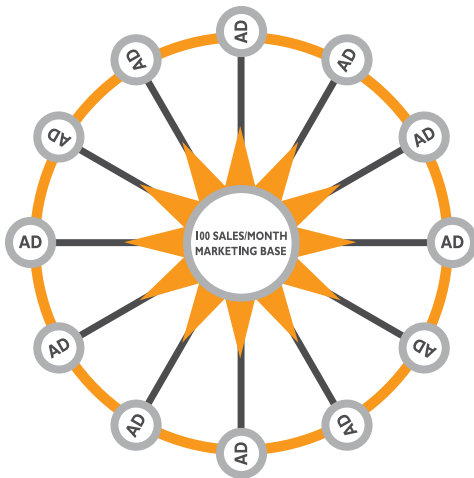
Step 6

Duplication

The Rapid Repetition of the System

Purpose: To build a business using a system whereby recruiting never stops.

The Magic of 90-Day Madman Cycles



EXPLODE TO EXCELLENCE
2 Ways to Get Big:
Supernova Concept
or The Long "Grind-it-Out" Way

Top Priority

- No. 1. The "continuous opening of outlets"
- No. 2. Volume production per outlet

In this business, every person is an outlet. YOU are an outlet. An outlet is anyone who can offer the product to the consumer. The difference between this business and other marketing systems is that as an independent contractor, YOU have the ability to set up your own distribution system within the big network.

The Magic of Duplication

This is the same system that most successful Leaders adopted over the years. All recruits joining AdzZoo should follow the same blueprint to duplicate their great success.

The best way to get a high level of performance is to be sure that the master copy is worth duplicating.

Step 6

Duplication

The Rapid Repetition of the System

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The Magic of Compound Recruiting

The Magic of Multiples			
	Each Recruit 2	Difference of ONE	Each Recruit 3
Level 1	2		3
	x2		x3
Level 2	4		9
	x2		x3
Level 3	8		27
	x2		x3
Level 4	16		81
	x2		x3
Level 5	32		243
	x2		x3
Level 6	64		729
	x2		x3
Level 7	128		2,187
	x2		x3
Level 8	256		6,561
	x2		x3
Level 9	512		19,683
	x2		x3
	1,024		59,049
		Difference of 58,025	

This is a hypothetical scenario for illustrative purposes only. There is no assurance that these results can or will be achieved.

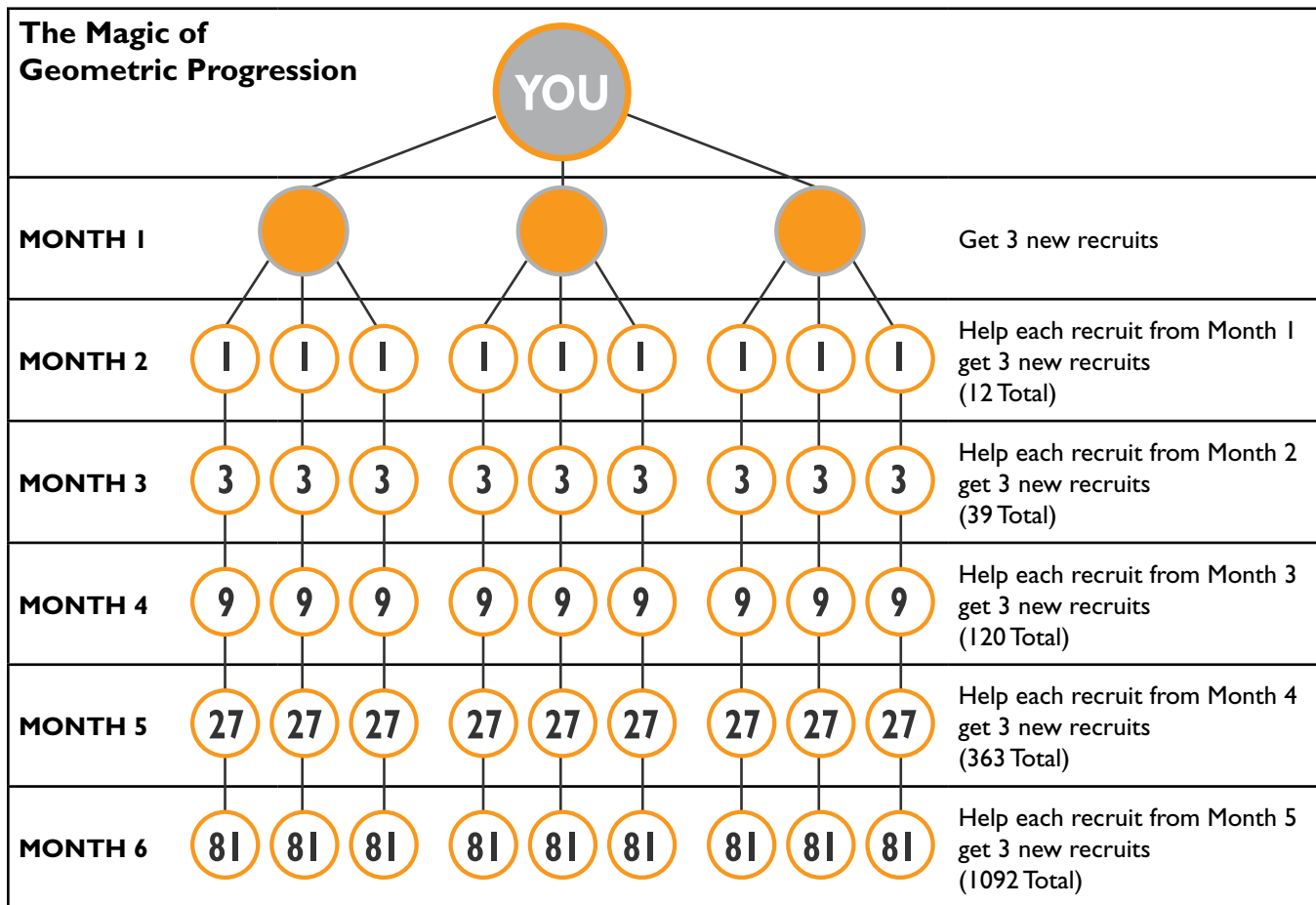
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The Magic of Compound Recruiting



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“Your ability to master the Leadership Format System is in direct correlation to the size team you will build and the amount of success you will have.”

— Hubert Humphrey
Master Distributor
AdzZoo, Inc.



Leadership Format System

Fast Start Guide

2009