



 Silver

 Gold

 Platinum

 Emerald

My Path To
Success



Welcome!

We're excited to welcome you to Team Elite and Zija International. We encourage you to become familiar with this Path to Success booklet. The principles and actions in this system have proven successful for thousands of people just like you. NOW, plug into your powerline and watch your business explode. Drink life in!

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My 3 Reasons

1. _____

2. _____

3. _____



My Powerline Contacts

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



My Support, Training and Mentoring

- You have a complete system to follow and cut years off your learning curve.
- Weekly PBRs and business briefings around the country.
- Leaderships calls and quarterly training events.
- A field of leaders who will mentor you on how to do this big.
- ▣ Learn from multi-million-dollar producers.
- Powerful and proven tools that will work for you.
- Great Websites and back office tools to manage and grow your business.

Zija Distributor Support — M-F 8:00 am to 7:00 pm MST (866) 913-9452

MIT Training Call — Monday's at 9:30 pm EST (512) 597-6200 Pin Code: 9671111#

Team Opportunity Call — Sun., Tues. & Thurs. at 9 pm EST (512) 807-1011 Pin Code: 904352#
(No Opportunity Call on the first Tuesday of each month)

Team Training Call — Sundays at 9:45 pm EST (218) 339-4300 Pin Code: 630702#

Team Product Call — Wednesdays at 9:30 pm EST (512) 597-6200 Pin Code: 9671111#

Go Diamond Call — M-F 8:30 am EST (512) 807-1011 Pin Code: 904352#

Zija Morning Call — M-F 9 am EST (512) 597-6200 Pin Code: 9671111#

Team Website — www.teamelite.ws

Zija Corporate Website — www.drinklifein.com

Zija Power Hour Call — 1st Tuesday of Each Month at 9:30 pm EST (512) 807-1011 Pin Code: 904352#



My New Team Member Orientation Checklist

1. Activation Order Placed

2. Autoship Order Setup

3. Online FAST START Training Reviewed

4. Business Building Materials Ordered

- Company Business Cards
- DVDs and Brochures on-hand
- www.drinklifein.com

“Whether you think you can or you think you can’t, you’re right
”—Henry Ford

5. Know Your Product

6. Get Plugged In To The System

- Know how to sign up someone with Z-packs as well as the preferred customer program.
- www.teamelite.ws
- Attend local events (business briefings and Super Saturdays)
- Register for next major corporate event

7. Learn The Online Back Office

- How to login, change password, etc.
- How to check volume report
- How to view your downline tree
- How to change Autoship, Ordering Online, etc.

8. Understand The Sponsoring Process

- Making your list
- “Major Blast” or get your “Crew” together for a PBR
- “Grand Opening” PBR scheduled
- Feeding to your Zija Business Briefings “ZBBs”
- Using Long Distance ZBBs and websites

9. Set Goals

- How to get to Builder as soon as possible
- Schedule your first PBR

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My PBR Dates

Do you Want to start your business or do
 you want to launch your business?
 Doing 12 PBRs in 12 weeks
 will explode your business
 —Randy Jones, Zija Distributor

1ST MONTH

1. Grand Opening PBR

2. _____

3. _____

7. _____

8. _____

9. _____

3RD MONTH

2ND MONTH

4. _____

5. _____

6. _____

10. _____

11. _____

12. _____

4TH MONTH



2009 Calendar

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	26							24							28							26					



Private Business Reception (PBR)

PRIVATE BUSINESS RECEPTION

“In-Home Business Meetings”

As we’ve said before, it is vital to your success in your new business that you get started fast. The most effective way for you to do that is to hold a “PBR.” This is simply inviting your prospects into your home to do a presentation of the opportunity. The key is to invite as many people as you can and have an expert presenter do the presentation for you.

Why should you do a PBR?

PBR’s give you leverage by allowing you to expose more than one prospect to Zija at a time. This type of presentation is also a very comfortable environment for both you and your prospects and helps take away the pressure for everyone involved. Most importantly, when one of your prospects gets excited about Zija, that excitement will pass through the group. Another important point is that PBR’s are highly duplicatable, which makes them easy for you to do and easy for you to teach new recruits.

How do I do a PBR?

1. Make a list of local prospects.
2. Pick a date 72 hours from today, evenings & weekends work best.
3. Use the PBR invitation script to invite your prospects.
4. Invite four times the number you want to attend. Have a minimum of 12 guests in the room.
5. Be excited and positive regardless of how many guests show up.

Suggested Presentation Format

1. Start on time.
2. Introduce your speaker by host distributor.
3. Use your PBR presentation script.
4. Do at least 2 product testimonials.
5. Let your Powerline close the PBR (in person or on speaker phone.)
6. Circle up with the person who invited the guest and get questions answered.
7. Have distributor agreements on a clipboard, pens available.
8. Have cold product for the guests to sample.

“Success is the intersection where
dreams and hard work meet.”

—Lynn Goldblatt

THE PBR

This system can be used to expose basically anyone to the Zija opportunity. Whether it is someone on your contact list, you meet, a call from an ad, or a referral, this system will work—if you work the system! This SYSTEM allows you to produce massive duplication in your organization to leverage your time and income! You must commit to a minimum of 5 to 8 weeks working in the homes of your “Front-Line” Distributors and their teams to allow this system to work for you. By doing this, you will be able to expose the warm market of new Distributors quickly to the Zija Opportunity and teach them how to take over and conduct their own PBR. Add this to the power of the Recruiting Call, the Lead Generation System, Local and Regional Events, and you have a powerful system to build your business!

First: Exposure

The PBR is the most effective way of exposing your warm market (people who know you) to the opportunity quickly using a 3rd party expert. “You are the usher” Let the “Expert” do the preaching.

Step 1:

Set date for your first PBR within 72 hours of signing up.

Step 2:

Set date for your “backup” PBR 5-7 days after your first PBR.

Step 3:

Make arrangements for children, pets, and negative spouses.

Step 4:

Have clear & precise directions to your home in writing.

Step 5:

Select 25-30 people from your “referral” list to contact & invite.

Step 6:

Learn and practice your “verbal” invitation with Sponsor.

Step 7:

Make arrangements with your Powerline for 3rd party confirmation to your PBRs. This will greatly increase your PBR attendance.

Second: Set-Up

- Keep it Simple (make it easy to duplicate).
- Dress should be business casual (men... shirt and tie). • Don't re-arrange your furniture.
- Set-up only 3-5 chairs at a time.
- Turn off house and cell phones 30 minutes prior to the meeting.
- Turn off TV and all other distractions.
- Play music to create energy in the room.
- If possible, have other associates there to show support.
- Have applications and pens on hand.
- Have "take-home" information packages on-hand.
- Light refreshments are to be served AFTER the PBR.
- Preferably keep refreshments out of sight and smell.

Example...

Chips & Dips

Cookies

Cheese & Crackers

Coffee/Juice/Water/Soda

PLEASE... No cute kids, No precious pets, and No phones... It is hard to compete with these distractions.

Third: Presentation

"Hello, we are going to go ahead and get started. First of all, I want to thank you all for coming out today. I know you're all very busy and I appreciate your support. We're not going to keep you long and I can promise that you won't be sorry that you came. Mr. Randy Jones is with us today and is going to share a business concept that literally blew me away when I heard it for the first time. So if you have a cell phone or pager, please turn it off now because you don't want to miss a word he has to say today. This gentleman has been involved with the company less than a year now and is already one of the top income earners in the Country—please help me welcome, Mr. Randy Jones

PBR INVITATION SCRIPT

"Hello, _____ how are you? I don't have much time right now, but I wanted to give you a quick call about some- thing very important.

I'm starting an important business project and I'm teaming up with some top business people who work with a fast-moving, growing company. I intend to really launch this business big in Zija, and I am looking for some business partners. If we could make a good amount of money without interfering with everything else we've got going on, would you be interested in taking a look at it?"

Or

"I can't give you any details now on the phone, but I have one of the top leaders of the national expansion coming into town and he/she will be speaking with me and a few key people at my house on _____(day) at _____(time) pm. Before I commit to having you come out for this, I want you to meet one of the leaders over the phone. It will only take a minute. Will you hold so I can patch him/her through? *(Note: before getting your expert/leader on the phone, edify them to your prospect, then get them on the line and they will simply share their story and confirm the invitation with your prospect).*

_____, sounds like we're on! I know you don't have a clue yet why I am so excited about this, but you'll see why on _____(date and time). I'm looking forward to seeing you then, and by the way, can I count on you to do me a favor and bring a bag of ice?" *(this will confirm they will be there).*

"PBR are the single most effective way to explode your business:"
Mike Sims



My 10 Core Commitments

1. I have a Getting Started Game Plan (including a Game Plan orientation).
2. I commit to expose 3 people per day using the Team System.
3. I will host or attend a weekly PBR.
4. I will complete a Fast Start Training within the first week of enrollment.
5. I will send out 1 Long Distance Info Pack per week (over 250 miles away).
6. I will attend all “Super Saturday” and Regional Events.
7. I will attend all Corporate Events.
8. I commit to daily Personal Development.
9. I will get a Workout Partner.
10. I will be here a year from now and I will put it in writing.

“It is not the mountain
we conquer, but ourselves.”
—Sir Edmund Hillary



My Working 24

Exposures: Website PBR Weekly Briefing Super Saturday Conference Call Sizzle Call
3-Way Call Newspaper Audio DVD Pocket Facts Zija Guide Book

Prospects (Name & Telephone)	1st Exposure	Follow-Up Call	2nd Exposure	Follow-Up Call	3rd Exposure	Follow-Up Call	4th Exposure	Follow-Up Call	Dist/ Product/ Drip
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My Written Commitment to Drink Life In!

The difference between success and failure in life is a written plan that is specific, achievable, and tied to a timeline with a measure of accountability. This plan will define behaviors I will be committed to in my life.

I, _____ choose to wear my Zija Commitment Band for one year and stay committed to my reasons of why I am drinking life in with Zija!

1. _____
2. _____
3. _____

Sign your personal commitment to Drink life in.

Signature _____

Witness _____

“We **live** in a world of abundance.
There is enough for **everyone** to
achieve their **goals and dreams**”
—Brad Stewart, Zija President



My 24 Hot List

- | | |
|-----------|-----------|
| 1. _____ | 13. _____ |
| 2. _____ | 14. _____ |
| 3. _____ | 15. _____ |
| 4. _____ | 16. _____ |
| 5. _____ | 17. _____ |
| 6. _____ | 18. _____ |
| 7. _____ | 19. _____ |
| 8. _____ | 20. _____ |
| 9. _____ | 21. _____ |
| 10. _____ | 22. _____ |
| 11. _____ | 23. _____ |
| 12. _____ | 24. _____ |

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