

ORGANO



# **BELIEF AND ACTION WILL DRIVE YOUR BUSINESS**

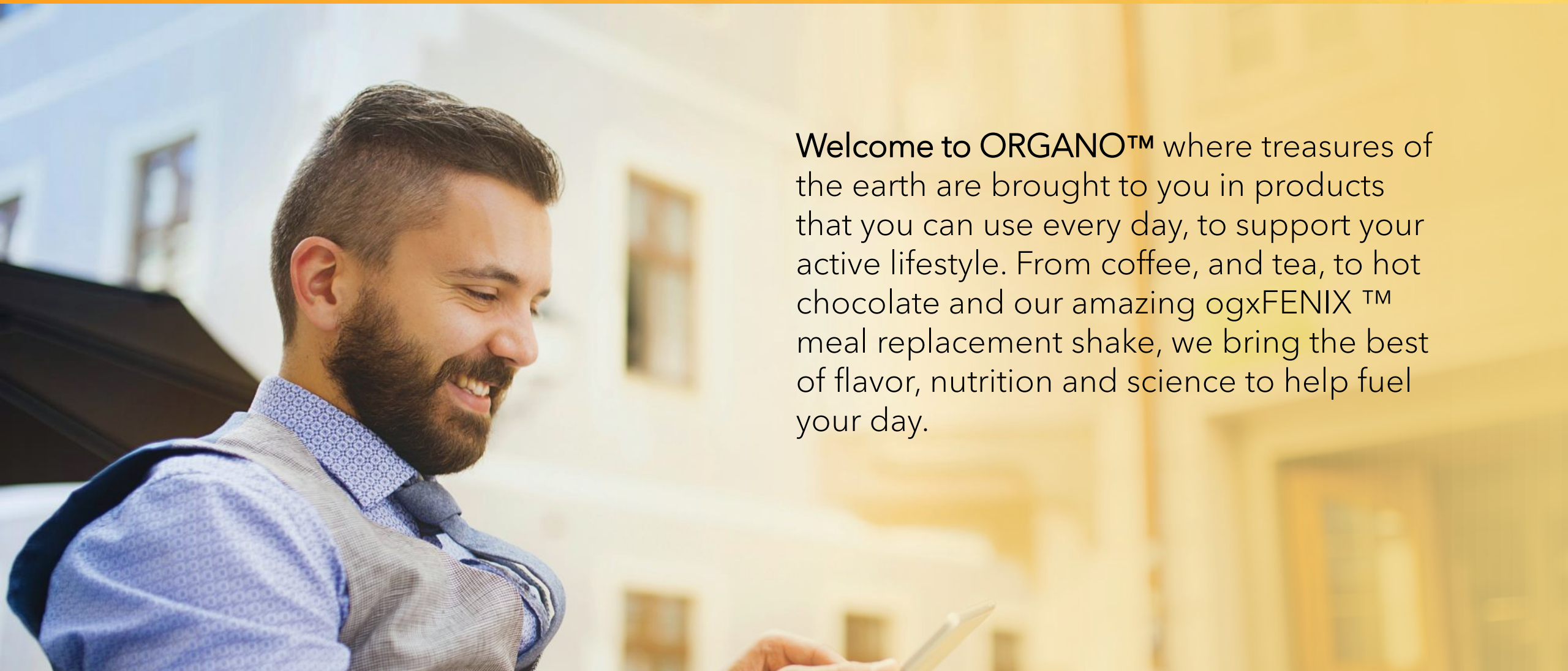
## GETTING STARTED - TRAINING

*Download ORGANO™ Opportunity Training Presentation and 90 Day  
Game Plan in your Back Office.*





Welcome to  
**ORGANO**<sup>TM</sup>



Welcome to ORGANO<sup>TM</sup> where treasures of the earth are brought to you in products that you can use every day, to support your active lifestyle. From coffee, and tea, to hot chocolate and our amazing ogxFENIX<sup>TM</sup> meal replacement shake, we bring the best of flavor, nutrition and science to help fuel your day.

# Welcome to **ORGANO**™



This guide will help you know more about how to get started, and what to do next. It can help you fuel your life, and your business, and help you live the life that you deserve – with extra income, time for friends and family, and great products.

Our Core values – inspire us to work together as a team, and make a difference in the world. Thank you for joining ORGANO™.







# My Support TEAM

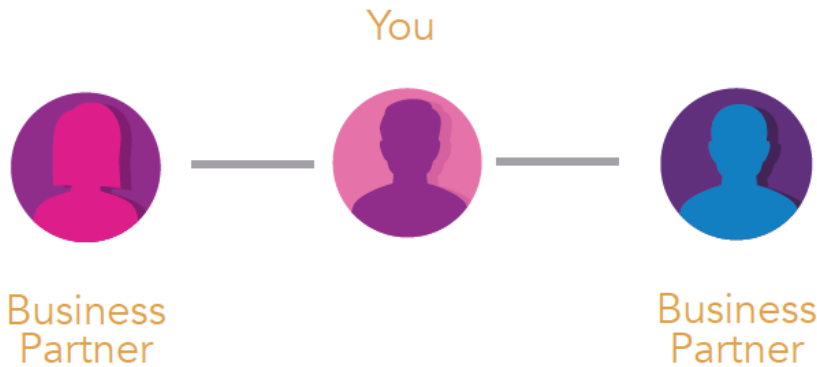


ORGANO™ Website:  
[www.ORGANO.com](http://www.ORGANO.com)

Upline Name:  
Phone number:  
Email:

2<sup>nd</sup> Upline Name:  
Phone number:  
Email:

My ORGANO™ Website  
Name:  
Password:  
My I.D. #:  
ORGANO Customer Service:  
Customer Service email:



Target Deadline



I joined OG to

1. Do \_\_\_\_\_

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2. BE \_\_\_\_\_

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3. Have \_\_\_\_\_

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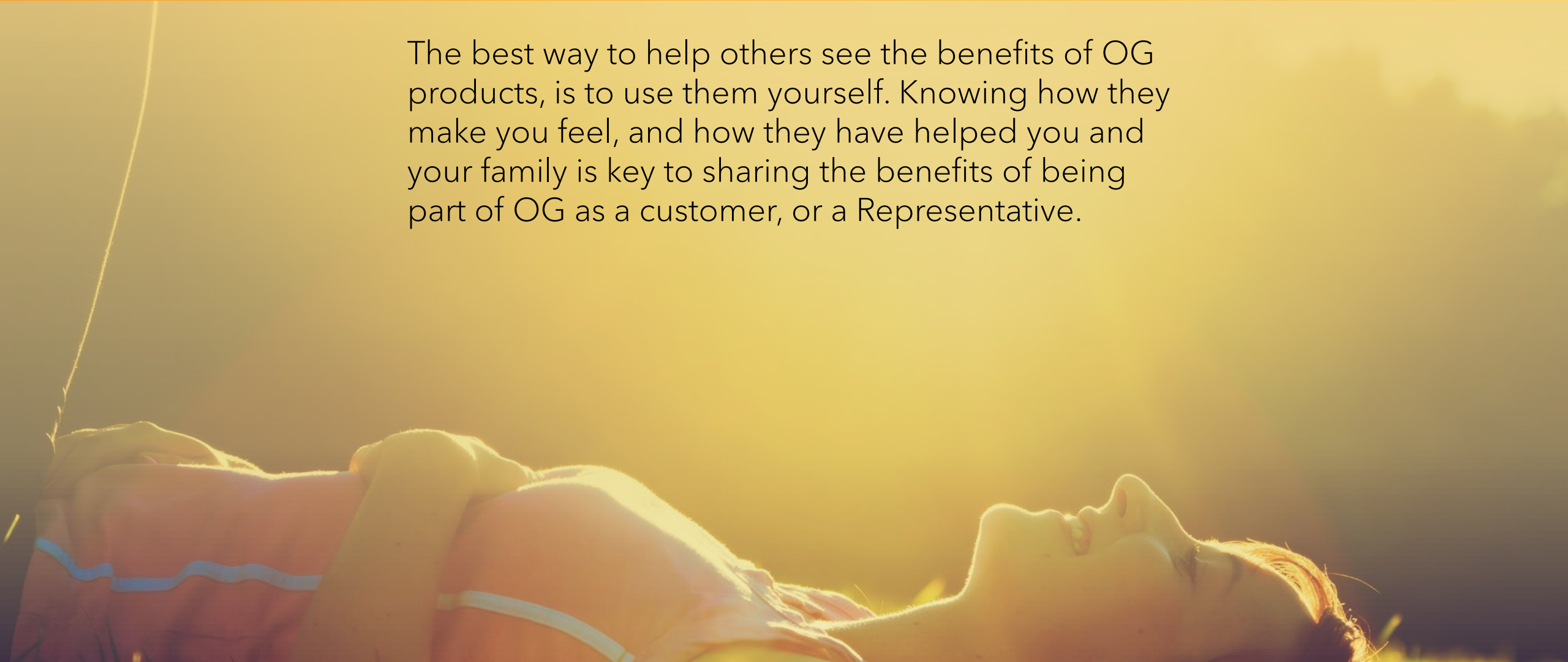
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# Be a Product OF THE PRODUCT



The best way to help others see the benefits of OG products, is to use them yourself. Knowing how they make you feel, and how they have helped you and your family is key to sharing the benefits of being part of OG as a customer, or a Representative.





# Be a Product OF THE PRODUCT



So let's first review - the ogxFENIX™ kits, and pick one that is right for you. Most people drink coffee, and tea, and need to eat a healthy meal every day. These kits were designed to help introduce you to ORGANO™ products, and help you save money too. The kits are specially priced to save money versus individual product sales - and they introduce you to the OG family of products.





# Define your Why & SET GOALS



Your “why” is the center of your business at ORGANO™, and critical to your success. Knowing “why” you joined ORGANO™ can help you create your plan to achieve your goals, and knowing your “why” for the products helps you create the story you will share.





## Business Why?

Do you want to have more time for your family? Have extra income to pay down debt? Want to go on a dream vacation? Help send your kids to college? Think of the many reasons why you joined ORGANO™, and write them here:

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## Product Why?

Do you want to have more energy? Lose weight? Save money? Help your friends and family live healthier? Look and feel better? Think of the reasons you want to use the ORGANO™ products and write them here:

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## Now set some goals:

Short term: - list 3 business goals for your ORGANO™ Business (income, rewards, and dates):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Long term goals:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**NEED HELP? SEE the Power of “5” and “1000” information in this booklet.**



# What to DO NEXT



Fill Out The Memory Jogger – in the How To Get Started Book that came in your Starter Kit.

Who are the First 50 People you want to Invite?

People who are...

Local  
Wanting to Live Healthier  
Needing more Energy  
Coffee or Tea drinkers

Influential  
Entrepreneurial  
Most Important to You

*The Bigger Your Belief – the Bigger Your List.*

## Go Public

Share on Social Media (Facebook, Twitter, Instagram, etc.) how excited you are to begin your business with OG.



## Schedule Your First Mixer

Schedule Your First Mixer – within 24 hours of enrolling, and fill your calendar. You can see in the “5” and “1000” training that you can work as little as 6 hours a week and make full time income if you are consistently working your OG business.



## Plug In

Plug In. – Listen to the weekly calls (check your Monthly Planner for dates & numbers) and be part of the community. Attend every event – you will be surprised what you learn each time, and you will see how it can help you build your OG business.

## Read the Comp Plan

Read the Comp Plan – and follow the 5/1000 training and you will be on your way to extra income.

## Try some of the Recipes

Try some of the recipes using OG product- the recipes are a great way to show how OG products can fit any lifestyle, and go beyond the cup in usage. From coffee rubbed steak, to hot chocolate popcorn, and flavorful desserts, getting the benefits of OG is more than coffee- it's a lifestyle.

**Download the ogxFENIX™ shake recipes for flavorful smoothies, and you are on your way to Sampling to Success.**



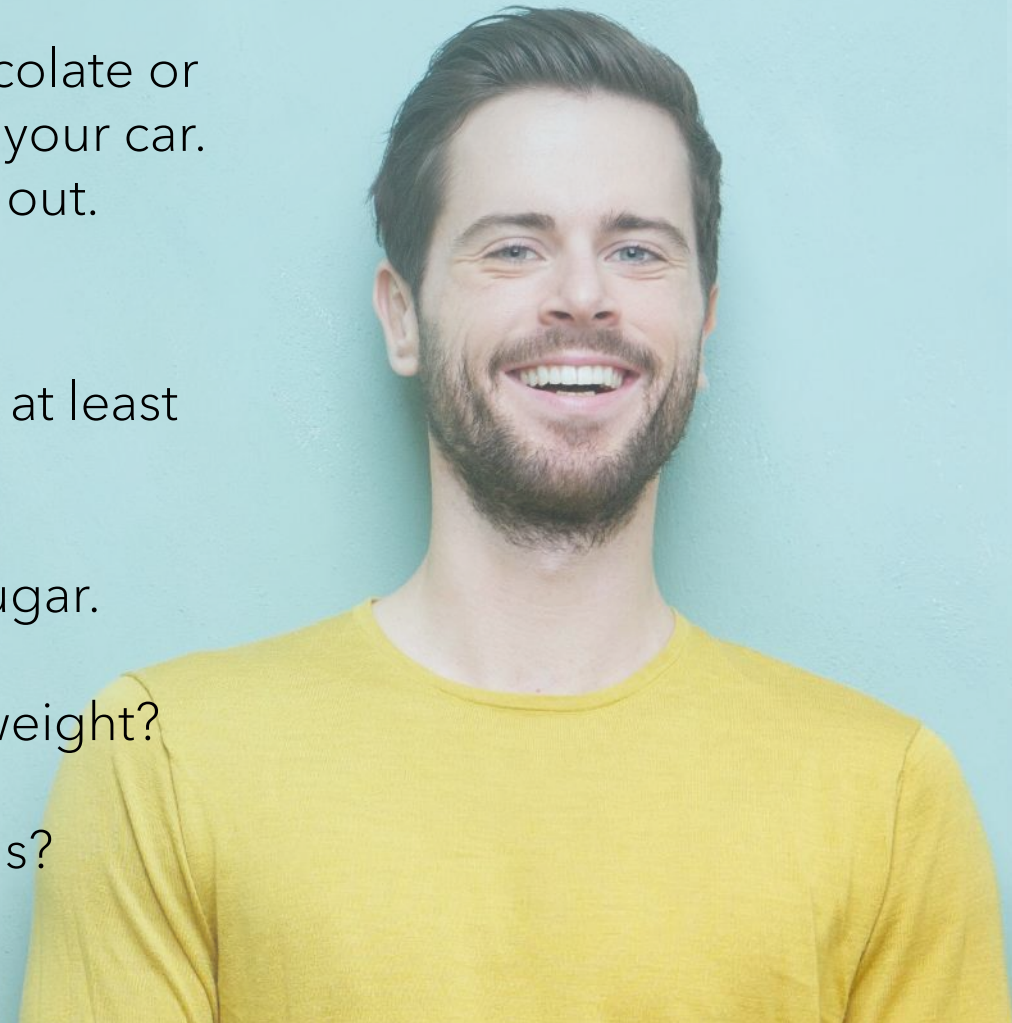
# Sample Your Way TO SUCCESS



ORGANO™ Makes It Easy. Simply put samples of ORGANO™ Black, ORGANO™ Latte, and Hot Chocolate or Black Ice in your pocket, your purse, your briefcase, your car. You will always want to have samples ready to hand out.

## Ask 4 Questions

1. Do you or anyone you know drink coffee or tea, at least occasionally?
2. How do you drink it? Black or with cream and sugar.
3. Do you or anyone you know worry about their weight?
4. Do you want to save money on your grocery bills?





*Over 80% of people world-wide drink coffee or tea, and everyone likes to have a healthy meal every day.*

**When they say YES – then you say:**

1. I want to give you a free sample to try, and have you tell me **a)** how it tastes and **b)** how it makes you feel. Would it be ok to do that? (Hand them the coffee or tea that suits what they like to drink.).
2. Do you drink coffee at least once a day? Great. Then I'll call you tomorrow after work to see your answer to those two questions.
3. What number is best to call you other than your home phone number?

# Follow Up – It's the most Important **PART OF YOUR BUSINESS**



After sampling the coffee, tea, or shakes, following up is critical to building your confidence, and your business.

1. Hey – how are you today? I'm giving you a call like I said I would. I'm curious to know the answer to the 2 questions – What did you think of the taste? Did you notice anything about how it made you feel?
2. I am glad you liked it. You can buy it from me, and I make a small retail profit. You can sign up on autoship, and you pay the same as me, or you can get it Free. Which do you prefer?
3. Great. If you give me the name of 2 people to sample on your behalf you can get yours free.

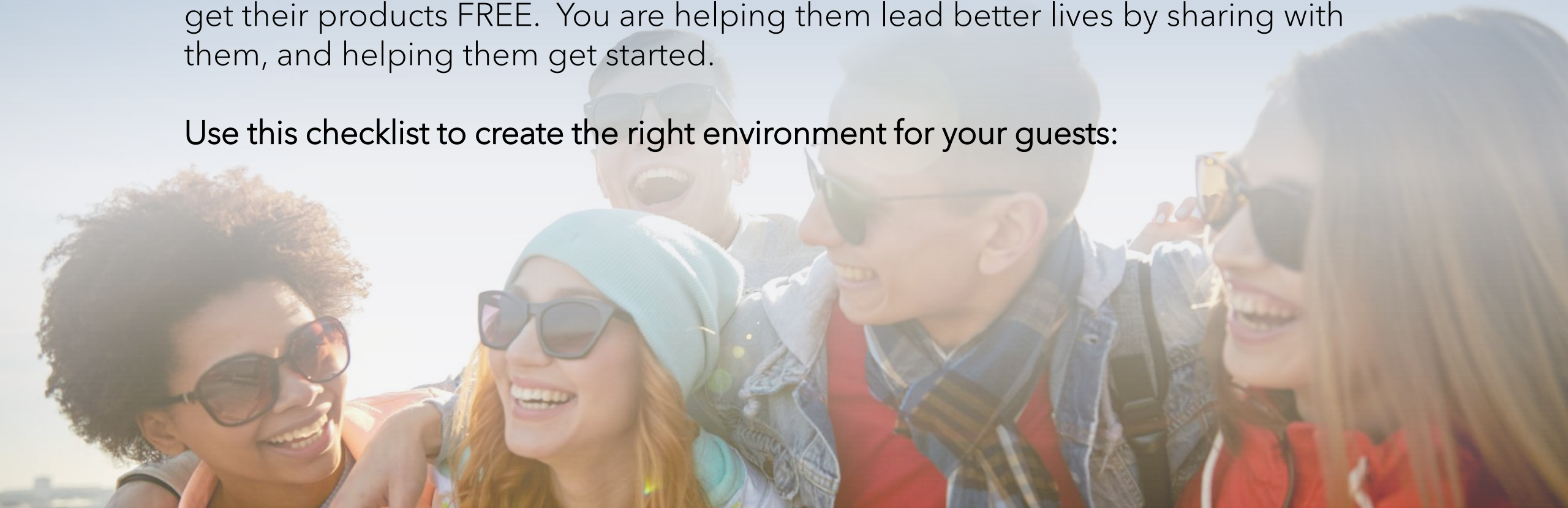


# Schedule Your **FIRST MIXER**



Mixers and Sampling are the BEST way to build your OG Business. When people join you at a mixer, they get to taste and feel how the products work, hear your why and testimonial (and possibly others) and can learn how they can get their products FREE. You are helping them lead better lives by sharing with them, and helping them get started.

Use this checklist to create the right environment for your guests:





## What you need to do and have before your guest arrive:

1. Products for tasting, and a nice display of all OG products.
2. Blender and ice to make shakes, along with milk, and fruit of your choice to show smoothie ideas.
3. Hot water for tea and coffee.
4. Cups – to share samples of the products.
5. Pens.
6. Order forms/applications.
7. Music. Play upbeat, fun music.
8. Focus. It's time to focus on your guests: Mute phones, remove other distractions (pets).
9. TV or Computer screen with video ready to go.
10. Optional: fruit or veggie platter for after the tasting. Keep it simple.



## Start of Party:

1. Welcome guests.
2. When all of the guests have arrived you can serve shakes, coffee and tea.
3. When it is time to get started ask everyone to take a seat, and let them know that at the end of the presentation they can ask questions.

## Share:

1. Share your why, and why you joined ORGANO™.
2. Show Opportunity PowerPoint or Video
3. Give a short testimony.
4. Have your team members (if they are there) give their testimonials about the product, and/or opportunity. (One or two additional short testimonies).

## Close:

1. Talk why you joined the company.
2. Hand out order forms.
3. Answer questions, place orders in your Back Office system.



# The Power of "5" AND "1000"



Building your OG Business is as simple as filling your calendar

ORGANO™ provides a way for you, your family, and friends to enjoy products you already consume – and get paid for it.

Here is a brief overview of how the ORGANO™ lifestyle can work for you:

## 1 **Commit to Sampling Your Way to Success**

Review the "4 Steps" and "4 Questions" in this guide, and you can see how simple it is to Sample Your Way to Success.

## 2 Work 6 hours a week for 4 weeks – And EARN BIG

Schedule 4 Mixers a week (2 on Saturday, 2 on weeknights) and you can literally earn your way to a million dollar income. Review the How to Hold an Mixer in the OG Getting Started Training booklet to see how easy and fun it can be to share OG products.

### ○ Example

OG Mixer #1 – 10 people. 2 Enroll, 2 become PC. Party Sales \$1,000.  
OG Mixer #2 – 10 people. 2 Enroll, 2 become PC. Party Sales \$1,000.  
OG Mixer #3 – 10 people. 2 Enroll, 2 become PC. Party Sales \$1,000.  
OG Mixer #4 – 10 people. 2 Enroll, 2 become PC. Party Sales \$1,000.

### ○ Repeat 3 more times. The Results?

## Enrollments

\$480

### Fast Start Bonus

2 Gold Pack + 3 Silver + 4 Bronze + 2 Kit  
(*\$250 FSB*) (*\$150 FSB*) (*\$80 FSB*) (*\$0 FSB*)

\$2400

### Retail sales

(*\$1200 profit on retail*)

Product Sales - \$30 per Customer = 40 Customers

+ \$490

### Dual Team Bonus

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\$2170

### Total Income Month 1

PLUS Your product is now **FREE**.

This is \$90 per hour of work. How many Part time jobs pay that? Have a higher party than \$1000? More enrollments?  
It is only UP from here.

**Earnings Disclaimer:** Earnings are hypothetically offered and are based on a perfect world scenario to show how the compensation plan works and are NOT earning representations or guarantees. Actual income will depend on the amount of time and effort an individual devotes to their business. A solid customer foundation is an integral part of your success. A typical participant in the ORGANO Compensation Plan earns between \$0 - \$599 per annum. For more details please visit [organogold.com](http://organogold.com)



### 3 Learn & Work The Power of "5" and "1000"

As long as at each party you have "5" qualified prospects at each party (a couple counts as 1 prospect), you can make big money working 6 hours a week, with "\$1000" in party sales. You can earn full time income with part time effort.

#### Is this reasonable? Yes!

The example on the right shows a mix of enrollments, and a reasonable amount of product sales per customer.

**Earnings Disclaimer:** Earnings are hypothetically offered and are based on a perfect world scenario to show how the compensation plan works and are NOT earning representations or guarantees. Actual income will depend on the amount of time and effort an individual devotes to their business. A solid customer foundation is an integral part of your success. A typical participant in the ORGANO Compensation Plan earns between \$0 - \$599 per annum. For more details please visit [organogold.com](http://organogold.com)

\$480	↔	<b>Fast Start Bonus</b> 2 Gold Pack + 3 Silver + 4 Bronze + 2 Kit ( <i>\$250 FSB</i> ) ( <i>\$150 FSB</i> ) ( <i>\$80 FSB</i> ) ( <i>\$0 FSB</i> )
\$2400	↔	<b>Retail sales</b> ( <i>\$1200 profit on retail</i> ) Product Sales - \$30 per Customer = 40 Customers
+ \$490	↔	<b>Dual Team Bonus</b>
<hr/>		
\$2170		<b>Total Income Month 1</b> PLUS Your product is now <b>FREE.</b>

## How do you do this?



Schedule your family time.



Schedule your personal time/religion.



Schedule your job.



Schedule your OG business.

Be in the moment and focus on each type of commitment to lead a balanced, happy life.

People want to be around balanced, happy people – so keep your business, family, religion and job separate but focused.

**Invest – Join the OG Family Today!**

# 4 Train 1 – Double Your Income!

Teach 1 person on your team to do the same –  
And your income can DOUBLE.

Teach 1 who wants to earn fast, earn big to:



Fill their calendar –  
4 mixers a week.



Focus On 5 – qualified  
leads per party.



Hold a party and  
Get \$1000 on average.

**And you are now Ruby!**  
*Focus, Have Fun Sharing products people Love, See Results.*



# Track Your RESULTS

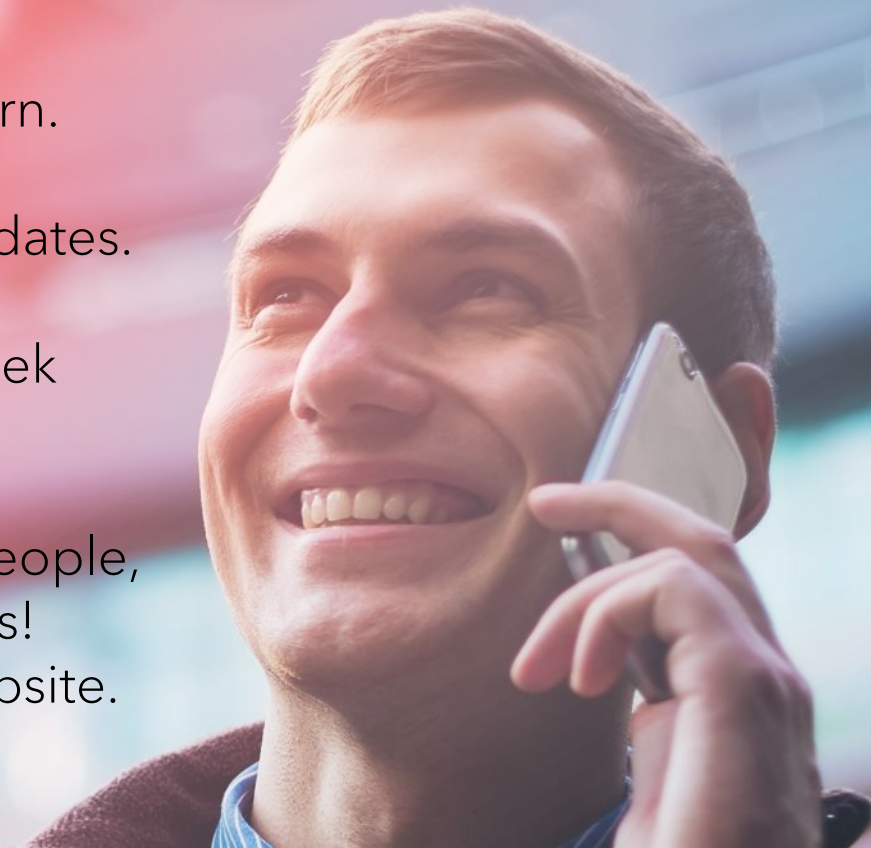
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# Plug In and **STAY CONNECTED**



Growing Your business - Plug In And Stay Connected  
It's not No Work Marketing. It's Net Work Marketing

1. Get connected to OG Academy - and learn, and earn.
2. Plug into weekly calls to get the latest news and updates.
3. Customer Care - open 24 hours a day / 7 days a week (English only). Toll Free - 1-877-674-2661.
4. Events - Attend events! Network with likeminded people, get inspiration and education to build your business! Check on line at ORGANO™ Events on the OG website.





**Got an hour – have a Party.  
Ask for referrals, and build your business.**

Sample Your Way To Success. Call people and drop off samples, meet people and get their information and hand them a sample. The taste of OG will help you build your business.

Got 5 minutes? Post your favorite shake on social media.  
Got 15 minutes? Schedule call follow ups.  
Got 1 hour? Hold a party.

Fit ORGANO™ into your day – part of everyday schedule and with consistency, you can build a successful business.




# Now it's **UP TO YOU**



Treat the business like a business, not a hobby. Schedule time every day and week, and hold yourself accountable to making it happen. It's 'network' and not 'no work' marketing, and being diligent and consistent will help you learn, improve and make more income.





It's better to be good every day, than to have random moments of greatness. The best way to grow your business is to share your story, and the OG products.

Plan out your time, and be consistent, and you will see results. The more people you invite, share, and enroll, the larger your team will become and the more income you will make.





## Ask. Don't Assume.

Don't try to decide who may or may not be interested in ORGANO™. Someone who is shy may want to develop confidence, and learn new skills. Someone who is busy may love sharing the products with everyone they know! You never know who may become a great leader on your team.

## Listen – and fill needs.

Do they need more energy? Want to save money? Want money for their kids' college education? Worried about retirement? Want a part time job to keep busy? Listen to the need – and then help fill that need with OG.

## It's up to you:

Now is your time to set your goals, and realize your dreams. Whether it is part time income, for full time potential, take the time to plan your calendar and set and achieve your goals.





When you speak to others,  
Remember to say:

I joined ORGANO™ because

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I'm so excited about this because it (has allowed/is allowing) me to

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I think you would be great for this because

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## Now Let's Plan!

### Tips on what to say

I joined because...

I am excited about this because...

I think you would be great for this because...

# 90 Day ACTION PLAN



## Week 1

1. Schedule your Launch Party and announce on social media
2. Begin using the products
3. Fill out Your "Why" and I joined to "Do, Have, Be"
4. Fill out your Memory jogger
5. Make calls and invite 20 people to our Launch Party.
6. Hold your first party.





## Week 2

1. Add 25 more names to your Memory Jogger.
2. View training posted on in your Back Office.
3. Review benefits of 3Free program
4. Schedule 3 parties (with referrals from your fist party, and your Memory Jogger).
5. Sample, sample, sample.

**Do this your first month – and you are on  
your way to the 5/1000 earnings!**

Download the 90 Day Action Plan from your Back Office.



