

# creatingWealthFromHome_large.png

# Welcome

Creating Wealth From Home™

virtual Super Saturday Workshop

## in the comfort of your home

## JUNE 22, 2013

# How To Retire In 5 Years

Creating Wealth From Home™ is a professional field-led marketing, training and support system used by men and woman who use the optional CWFH Program to build their Vollara businesses.

# Session 1- Welcome

Jon Bender

## How To Retire In 5 Years

What 3 things have American’s relied on for retirement?

1. Home Equity
2. Social Security
3. Retirement Investments

What is the average savings of a Baby Boomer according to Wells Fargo?

Less than 28K

The dollar has lost \_\_\_50%\_\_\_\_\_\_\_\_\_\_\_value in just the last 25 years.

The solution to the retirement question could be learning how to produce growing Income – able to be moved into non US only investments ?

What did Einstein refer to as the most powerful force of the Universe?

Compounding   
  
Working smarter instead of harder means breaking the trend of swapping   
time for money ?

# C:\Users\Jennifer\Pictures\Picasa\Screen Captures\Microsoft Word Document 5152013 83650 PM.bmp.jpgSession 2 - Why THIS Vehicle?

Paul Svetz And brian Ellsworth



DO YOU HAVE WHAT IT TAKES?(Changing Your Preconceived Ideas Will Serve You Well!)

What 2 things most people think you have to be good at?

1. **Recruiting?**
2. **Selling?**

When you think of a person good at this business, what characteristics do you come up with?

* **Pushy?**
* **Salesmanship?**
* **Good Speaker/Presenter?**
* **Charismatic?**

YOU ARE FULLY QUAILIFED TO TAKE THIS BUSINESS TO THE TOP!

What does it take to be successful in this business?

* You must fully understand how to **identify candidates** and **solve problems**.

What really is needed to be successful is understanding the is-ought differential:

* The ability to define a **gap** (is-ought)…
* The ability to solve a **problem**.

The Is-Ought Differential

Ask questions to build a bridge from their **is** to their **ought**

Why are your here?

1. **Financial Freedom**
2. **Time Freedom**
3. **Substance**
4. **Significance**
5. **Legacy**

Session 3 - How To Create The Equivalent Of A $1,680,000 Nest Egg In As Little As 12 Months

20% of your activities produce **80%** of your results. So the key is to focus on the 20% getting the results.

Making $3,000 in your first full calendar month by generating **$1,650** in retail income and **$1,350** in bonus override income.

Making $7000 month in income is equivalent to a nest egg of **$1,680,000.00**  
paying out an annual dividend of **5%**.

**Master The Brick**

## 4 and 3 Will Set You Free!

1. Produces up to **$3,000** in income each time you make a brick.
2. The **4,000 Brick** is the foundational building block that:
3. helps you **advance** in rank
4. helps increase your **bonus overrides** following the Wealth Building Formula

Get $3,000 Each Time Your Make A Brick

**4 =** Move **4** Fresh Airs Retail:

* 4 x $412 = $1,650.00

**3 =** Bring **3** people into the business with an optional Business Builder Pack:

* 1,000PV x 25% = $250 **Fast Start Bonus** + $200 **Sponsoring Bonus** = $450 x 3 People = $1,350
* $1,650 + $1,350 = **$3,000**

**HOW TO GET TO L5 TEAM LEADER**

Benefits:

* First BIG Promotion
* 5% - 25% Fast-Start and Team Bonuses
* Stepping Stone To Executive Ranks

Qualifications:

* **4 =** **4,000 GQV** x **3** Consecutive Months
* **3 =** **3 legs** with 500 QV each
* **100 PV**

## THE AMAZING QUICK-START PLAN AND STRATEGY

Follow the A+B=C Strategy and enjoy all the benefits of Level 5 in your first full calendar month!

* **A =** Get yourself to **1,000 PV**
* **B =** Get **3 people** starter with **1,000 PV**
* **C =** Congratulations! You now are Level 5!!!

Level 5 Qualifications Met?

* **4 =** 4,000 - **You + 3 people get 1,000 PV**
* **3 =** 3 legs of 500 - **3 Legs of 1,000**
* **100 PV =** You got **1,000 PV** that covered your personal requirement

**HOW TO GET TO L6 PERSONAL TEAM LEADER**

Benefits:

* Promotion to Executive Rank
* 5% - 35% Fast-Start and Team Bonuses
* Promotion Bonuses
* Performance Bonus
* Pricing Override Bonus
* Eligible To Qualify For $600 Monthly Car Bonus
* Stepping Stone To Executive Ranks

Qualifications:

* **3 =** 5,000 GQV x 3 Consecutive Months
* **4 =** 4 legs with 500 QV each in the final month
* 200 PV

**HELP YOUR THREE NEW PARTNERS GET TO QUICK-START L5**

* 4,000 X 3 = **12,000**
* You need 5,000 to get your first month's L6 qualification
* You could still make it even if your 3 partners **fall a little short** of getting to Quick-Start!

## 7K Club - The Wealth Building Formula™

You Could Become A Six And Even SevenFigure Professional Using The Proven Wealth Building Formula™

### Step 1 - Step 1- have $3K conversation and execute

### Income Illustration:

Your Activity Projected Income

Move 4 Units $1,650

Recruit 3 BBP $1,350

Up to $3,000/mo or $36,000/yr

If you miss your quick start date no problem! Keep learning how to master the brick until you become Level 5.

Step 2 – Go And Sustain 7K Club

### Income Illustration:

Team Activity Projected Income

Team Override $3,400

L5 Prom Bonus $2,000

Perform Bonus $1,000

Car Bonus $600

Up to $7,000/mo or $84,000/yr

* Keep **4** teams driving toward L6
* Help at least **1** person in **each** team go L5/mo. (FS or Normal 3month)
* Your brick activity level + 4 L5   
  = 20K/mo. GQV

Step 4 – Make 24K/year for each person you help get to and sustain 7K Club

### Income Illustration:

Team Activity Projected Income

Your income $ 7,000

4 Frontline s7K Club $8,000

Up to $15,000/mo or $180,000/yr

* Get up to **$24K/yr.** in Executive Bonuses for each frontline **7K club** on your team who is doing the Wealth Building Formula™
* Get $12K/yr. in Executive Bonuses for  
  for each second level 7K club member and $6K/yr.  
  for ever third level.

# Session 4 How To Move The Product By Sharing NOT Selling

Paul Hancock

HAVING THE PROPER MINSET

* All of us have a **salesperson** inside of us that we need to watch out for.
* Be a **consultant** rather than a **salesperson**
* Every successful business owner understands the power of a **Grand** **Opening** event. The **GTO** is your grand opening and is a proven way to launch your business.

INDIRECT APPROACH (3 MAGIC PHRASES)

1. **I need your help**
2. **I'm looking for**
3. **Who do you know?**

IT'S A REJECTION-FREE WAY TO GET PRODUCT PLACEMENTS

* The Indirect Approach helps you **indentify a problem**
* Do not tell them how the product will **solve** their problem.
* Say... **I don't know** and **set** the appointment.

PROPER PLACEMENT - PROPER SETTING

* Always install the **pre-filter** before placing the unit.
* When possible place the unit **refrigerator** high
* Do a **living proof** demonstration and the **ammonia** test.
* Forget about **square footage**
* Express the importance of a few brief follow up’s during their evaluation and ask if they prefer a **phone call**, **text**, or **email**

FOLLOW-UP EACH DAY

* Just wanted to **make** **sure** you are having a **great** **experience** with the technology and to get some feedback from your first day with the unit.
* **That's** what I **expected**
* You are expecting one of three things

1. **No change**
2. **Getting better**
3. **Problem solved**

* IMPORTANT: Get them to **turn** themachine **off**

when the problem is solved.

THE FINAL EVALUATION

(Remember: If you say it, they doubt it. If they say it, they believe it.)

* Recap each day
* Ask them for their **final evaluation**
* Question 1: After evaluating this product for yourselves, can you see the benefit of having a Fresh Air product in your own home?
* Question 2: If I could show you a way to enjoy the benefits of having Fresh Air permanently in your home just by recommending this product(s) to others, would that be of interest to you?
* Explain how the **referral** **purchase** **program** works.

WANT TO INCREASE YOUR RETAIL AVERAGES?

* No Problem - No Sale!
* Ask yourself, is the person I am placing the unit with a true **PROSPECT**?

4 CHARACTERISTICS OF A PROSPECT:

* A prospect is someone who has **already** invested **time**, **money**, **energy**, and **emotions** to solve a problem.
* Make sure prospect understands the true value of the unit by giving them the following:
  + Something to **do**
  + Something to **read**
  + Something to **watch**

ANOTHER GREAT WAY TO INCREASE YOUR AVERAGES

Enjoy a closing percentage of **92%** on average by retailing the product using the **Success Cycle**

* Retail the product via the **risk-free** **evaluation** package
* You also get a **new** **business** **partner**

# Session 6 Next 5 Best 5 Notes

**The Next 5 Are My BEST 5! Name \_\_\_\_\_\_\_\_\_\_\_\_ Start date \_\_\_\_\_\_**

**5 Year Goals**  Ends - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**This Year’s Goals** Ends – \_\_\_\_\_\_\_\_\_\_

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**This Month’s Goals** Ends - \_\_\_\_\_\_\_\_

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**This Week Goals** Ends - \_\_\_\_\_\_\_\_\_\_\_

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5 Day Goals**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Monday | Tuesday | Wednesday | Thursday | Friday or Saturday |
| 1. | 1. | 1. | 1. | 1. |
| 2. | 2. | 2. | 2. | 2. |
| 3. | 3. | 3. | 3. | 3. |
| 4. | 4. | 4. | 4. | 4. |
| 5. | 5. | 5. | 5. | 5. |

# Session 7 - The Amazing Success Cycle

Brian Ellsworth



Box 1: Use proven, turnkey **Direct** **Response Advertising** and **Word-of-Mouth**  
lead generation programs to **find** candidates.

Box 2: Using a **proven** **script** sort out the "**qualified**" candidates.

Box 3: Send qualified candidates to the **VIP Section**   
in your personal EcoBusiness **website**.

Box 4: Using a proven script, sort out the candidates that **show**   
most **partnering** potential. 3-way them into the recorded **Greg Montoya** **Information/Order Taking** call.

Box 5: You get **$749** in cash flow when your prospect chooses the **optional** **risk-free** evaluation of the **Fresh Air**. Deliver the **purifier**   
and the **CWFH Fast-Start Kit** for your prospect to evaluate.

NOTE: You can use the **cash-flow** to help **offset** any **advertising** and other **cost** incurred to run your business.

Box 6: Send prospect to proven **newcomp** **recorded webinar** and to learn how they make money with the Vollara Compensation Plan. Ask them which **optional** **path** makes most sense to them.

NOTE: You get up to **$749** each time your new business partner chooses the optional risk-free evaluation package.

You get **bonus** **overrides** each time a **product** is moved in your distribution group and/or each time the **Success Cycle** is successfully completed by members of your team.

# Session 9 - Easy Word-of-Mouth Business Building

Robia Turner

## Make a Friend First:

We don't have a **right** to share the opportunity with anyone until we have **made** **a** **friend** **first**.

Fun Ways to Make Friends? How Can You Make Friends?

AN EASY APPROACH AFTER YOU MAKE A FRIEND

The Indirect Approach:

* I need your help
* I'm looking for
* I'm with a green technology company and we are looking to bring on a **few** people.
* I know you **probably** don't have time but you **know** a lot of people.
* **Who** **do** **you** **know** that would be interested in making up to $1,200.00 to $1,800.00 working part time?

You Will Get One of Three Responses:

1. **I Don't Anyone**
2. **Referral**
3. **I may be interested**

If They Are Interested:

* Really? Why would you be interested?
* **I don't know** if this would be a fit or not.
* I can schedule an  **interview** with my **senior** **partner.**
* Then they can get you some **more** **information** it there is an initial fit.

The Additional Information:

* Your senior partner will help you get them to **VIP Center** take them through the Success Cycle **with** you.

Session 10 - How To Build A Business That Continually Grows

Paul Svetz

## Leaving a Legacy – Building A Business That Lasts for Generations

Practical Ideas for a Strong, Stable, and Growing Business:

* Have a **Building Block**. In this business, our **Building Block** is **Quick Start.**
* Begin with the **end** in mind. Have 2 goals for the month. One for **structure** and one for **activity**.
* **Depth** equals stability.
* **Draw** your team on paper.
* **Keep** building in depth until you find someone who is duplicating you. (Avoid delegation too early.)
* Build from **event** to **event**.
* Spend your time with the newest person with the greatest resources at the bottom of a team.
* You don’t have someone sponsored until you have someone **sponsored** for them.
* At the highest level, your goal is to work yourself out of a **job**.
* Success in this business is truly **predictable**.

# SESSION 11 - Game Plan For Monday

Jon Bender

## It's Time To Start Building Your Retirement Income

* My Next 5 Is My Best 5
* What Are You Shooting For This Month?
* Quick-Start Level 5 - $3,000 a Month
* 1st, 2nd or 3rd Month Level 5 - $3,000 a Month
* 1st, 2nd, or 3rd Month Level 6
* $7,000 a Month
* $10,000 + a Month
* What Three Strategies Will I Employ To Keep My Success Cycle™ Full?



# Creating Wealth From HomeTM

## Super Saturday Workshop ATTENDEE EVALUATION Form

#### Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Attended Event in (city)

#### Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Current Rank

#### Address

#### E mail

#### Upline Executive

#### 1.) How far did you travel to attend this event?

#### 2.) How long have you been involved with the CWFH system?

#### 3.) Of ALL the material presented to you today, which sessions do you feel will benefit you and your business the most?

#### a

#### B

#### c

#### 4.) What would you like to see added to the next Super Saturday training session that was not covered today?

#### 

#### 5.) Would you like to see more “live in person” events or more “live virtual events”

#### that you can attend? Please check only one. \_\_\_\_ Live In Person Meetings \_\_\_\_ Live Virtual Webinar Meetings

#### COMMENTS

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