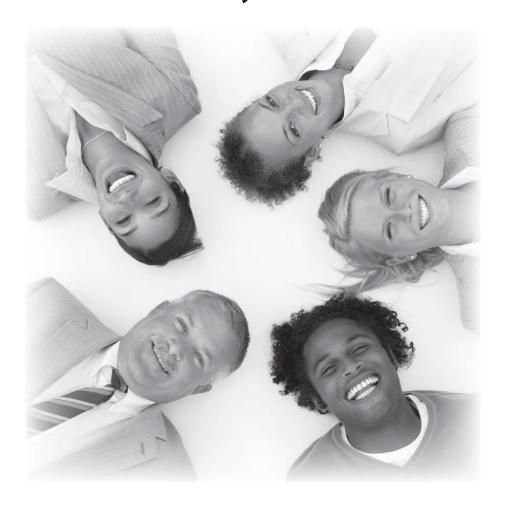
HEALTHONEWS

SIMPLIFYING YOUR SUCCESSTM

The Complete, Simple, Duplicatable, **Proven Way to Add Five (Yes 5) New Associates to Your Team** in 30 Days or Less!



When I started using HEALTH NEWS Newspapers, I was on a fixed income. I wanted success so I decided that I would use all my marketing money on 500 copies of HEALTH NEWS every month to grow my business.

I had great results and I wanted to find a way to duplicate my efforts throughout my organization, even though it was still very small. I created my own HEALTH NEWS 500 Club. People in my organization using 500 copies of the HEALTH NEWS Newspapers every month.

At first I only had a few people in my team. As we each used 500 copies a month, the success really started to build. Soon we had about 10 people join our 500 Club. Their success showed that anyone can be successful if they worked.

As time went on, we duplicated our efforts, and whenever someone would join my team, we would have them commit to also joining our 500 club.

Eventually we had tens of thousands of HEALTH NEWS Newspapers being used every month and I went from a fixed social security income in a small town in the middle of nowhere, to having me and many members of my organization having significant five figure incomes.

We were so successful that I shared my story with HEALTH NEWS and that is where they came up with the HEALTH NEWS 500 Club. If you create your own HEALTH NEWS 500 Club and duplicate your efforts, you can have the same kind of success I have had.

~ Bonnie J.

I was amazed at how easy it has become to talk to people. Now when I am in the grocery store, I always have a HEALTH NEWS Newspaper with me.

I start a conversation with someone in line. Then I tell them what I do and offer them a HEALTH NEWS Newspaper. Most of the time they take it willingly. I have found some really great people using the HEALTH NEWS Newspaper.

~Karen A.

When I started my business, my upline handed me 10 HEALTH NEWS Newspapers to get me started.

I handed them out, and from the contacts, I sold two machines at \$4,000 each.

~Jim S.

The Complete, Simple, Duplicatable, Proven Way to Add Five (Yes 5) New Associates to Your Team in 30 Days or Less!

Name:	
Address:	
City, State, ZIP:	
Phone:	
Email:	
Month:	
Table of Cont	ents
The Steps to Success	4
Understanding the Basics of HEALTH NEWS	Newspapers6
Step 1: Finding and Filtering New Contacts	8
Action Plan to Work Your Warm Market	9
Action Plan to Work Your Cold Market	
Action Plan for the Internet	16
Filtering Contacts into "Prospects" and "Suspect	ts"17
Step 2: Present Within 48 Hours	
Step 3: Assume the Sale During the Presentation	
Step 4: Duplicate Your Efforts	
Weekly Planners	22-26

Tracking Charts 27-30
Paper Route Chart 31
New Customer Specials 32

In four months, I went from joining the company as an associate, to earning the highest rank in the company.

How did I do it? By using 500 copies of HEALTH NEWS Newspapers every month, and teaching everyone on my team to do the same. It was so simple to duplicate. Everyone created their own paper routes and handed out HEALTH NEWS Newspapers every day. It was easy to create success!

~Steve B.

One year ago, Tom started his own network marketing home-based business.

Tom had great intentions. He was excited about the potential of each opportunity. He was going to succeed so he could quit his day job, retire early, and help everyone around him achieve financial success. The business was the answer to all of Tom's problems.

When Tom started talking to people, he expected everyone to be as excited as he was and jump in with both feet. He was even worried that because so many people would join, he wouldn't have a market after only a few weeks.

Then reality set in. Tom talked to several people. One wasn't interested, another just about hit him because he was trying to get them into another network marketing program.

Another person got her hopes up because she was interested in the product, but when Tom told her it was network marketing, she ran away.

Tom became really excited when the fourth person he talked to joined, but that person never did anything and really only joined to have Tom stop bothering him.

Now, with his hopes and dreams dashed, whoever Tom talks to can tell he is desperate and nobody will take him seriously. So after a few days, Tom burns out and looks for the next big deal.

Today, Tom has been through five different companies. He has signed up a few members of his family and a couple of friends in one or two of the opportunities. His family members and friends cried uncle and said no more. The biggest check Tom received was for twenty bucks and he has spent thousands.

Tom is burnt out and is ready to quit, but can't because he just heard about three more opportunities! One of them might be the big one because he can get in on the ground floor with the company just starting up...

One year ago, Sara started her own network marketing home-based business.

Sara has had great success! She is now one of the top income earning associates in her company. Her team has grown every month, and so has her income.

Sara has thousands of associates in her organization and they have become successful because of the duplicatable prospecting, presenting, and closing system that she uses.

She has success because she has kept it simple and teaches others to do just what she does.

Sara has used The Complete, Simple, Duplicatable, Proven Way to Add Five (Yes 5) New Associates to Your Team in 30 Days or Less.

We call it the **Proven Way to Add Five** and it is everything you need to learn how to:

- Find new contacts and let HEALTH NEWS filter them into "Prospects" and "Suspects" for you
- Present your opportunity to your prospect
- Invite your prospect to become an associate
- Duplicate this system throughout your organization

HEALTH NEWS Newspapers are the most affordable sales tool available. You will get more bang for your buck using them than any other tool.

Turn the page to get started!

The Complete, Simple, Duplicatable, Proven Way to Add Five (Yes 5) New Associates to Your Team in 30 Days or Less!

Success in network marketing can be achieved. How? With The Complete, Simple, and Duplicatable, Proven Way to Add Five (Yes 5) New Associates to Your Team in 30 Days or Less.

Before you begin, you can go to page six to learn the basics of HEALTH NEWS Newspapers and why they are one of the best prospecting tools you will ever find.

The Steps to Success

If you want to add at least five people to your team in the next 30 days, you are going to need prospects, and lots of them.

Step 1: Find Two Qualified Prospects Each Day (page 8)

1. Work your warm market list (page 9)

Contact three to five new people on your warm market list every day and give them a HEALTH NEWS Newspaper or a link to your Personalized eBook.

2. Work your cold market (page 12)

Daily: Hand out five to ten HEALTH NEWS Newspapers to people you meet wherever you go.

Daily: Create a Paper Route with at least five stops and monitor each location twice a week.

As often as possible, attend business meetings, seminars, health fairs and expos. Also go on walks and use door hanging bags, and use direct mail and newspaper inserts.

3. Contact people online (page 16)

Daily: Use your Personalized eBook Lead Capture System to generate contacts in all of your online communications.

4. Filter your contacts (page 17)

Let HEALTH NEWS Newspapers and Personalized eBook Lead Capture System filter your contacts for you by their interest level.

Step 2: Present Within 48 Hours (page 18)

Make a presentation within 48 hours while their interest is hot.

Step 3: Assume the Sale During the Presentation (page 19)

During the presentation, you need to make sure you assume the sale of the product and your business opportunity. Some will say yes and some will say no. It's okay either way, as you are looking for people to join you in your quest for success.

Step 4: Duplicate Your Efforts (page 20)

When you make a sale and have someone join your team, have them use the Proven Way to Add Five to start building their network-marketing home-based business. If you don't make a sale, then ask them for referrals.

Tools You Need to Get Started

- 1. Read The Complete, Simple, Duplicatable, Proven Way to Add Five (Yes 5) New Associates to Your Team in 30 Days or Less completely through at least once to learn what you are going to need to do.
- 2. Order HEALTH NEWS Newspapers
 - \$89.00 for 500 copies (18 cents each)
 First time customers get 100 copies more FREE
 - \$159.00 for 1,000 copies (16 cents each)
 First time customers get 100 copies more FREE
- 3. Order a Personalized eBook Lead Capture System
 - \$59.95 one time fee
 - Limited Time Offer: We are waiving the \$45.00 setup fee and the \$9.95 first month's service fee. (That's a savings of \$54.95)
 - \$9.95 per month thereafter
- 4. Best Value: First Time Customer Special:
 - 500 HEALTH NEWS Newspapers 100 More Newspapers
 - Personalized eBook Lead Capture System
 - One "Proven Way to Add Five" Book

Over \$226.85 in value for only \$89.00

Understanding the Basics of HEALTHONEWS Newspapers

HEALTH NEWS Newspapers have been an incredibly successful sales tool for thousands and thousands of people in network marketing. With around 40 million copies sold, they have been proven to be very effective.

The secret is the simplicity. By simply handing out HEALTH NEWS Newspapers to people every day, you will be able to find people who respond favorably to your offer. This process is called filtering.

HEALTH NEWS Newspapers help you find the people who have their eyes light up when you talk to them. These filtered contacts become qualified prospects and are ready for you to present more information to them.

Why HEALTH NEWS Newspapers are the best prospecting and filtering tool

- 1. **Price**. HEALTH NEWS starts at 20 cents each and goes down to 14 cents each depending on how many you buy.
- 2. **Professional**. The articles in an edition of HEALTH NEWS are stories from doctors, researchers, and everyday people who have been personally interviewed to have their information presented. Now your contact can take the word of a professional which helps establish your credibility.
- 3. **Reputation**. HEALTH NEWS has been around for over 14 years and has sold around 40 million copies. People recognize the logo because they have probably seen it before.
- 4. **Newsprint**. HEALTH NEWS is printed on newsprint, and for hundreds of years people have trusted and believed what they have read in newsprint.
- 5. **Stickiness**. Newsprint stays around. We have had many people tell us that they have received calls weeks, months, and even years after they passed out the newspapers.
- 6. **Readability**. You can read a newspaper anywhere at anytime. A newspaper can be carried anywhere you go, including airplanes, in a chair at a beauty salon, the bathroom, the couch, the waiting room at a professional office, and so on.

- Interest. When tested at many health food stores, a HEALTH NEWS Newspaper gets picked up eight times more often than a full color brochure on the same topic.
- 8. Information. Newspapers inform and educate and brochures sell. People do not want to be sold, they want to be informed and educated and then make up their own mind.
- 9. **Motivation.** HEALTH NEWS Newspapers motivate people to action.
- 10. Free Labels. With every HEALTH NEWS newspaper, we include a peel and stick laser printed label with your name, phone, and email address. You can place the label in the "For More Information" box on the back page of HEALTH NEWS.

What to Do with the Boxes on HEALTH NEWS



The Front Page

The three boxes on top show features of what is inside each edition. The Box on the lower right corner of the front page is for you to share your own story, write your contact information, or use for addresses when you send HEALTH NEWS through the mail.

The Back Page

The box in the lower right corner is the "For More Information" box where you can place the **FREE label that we provide with every newspaper** you buy, that includes your name, up to two phone numbers, and your email address. You can also write a short message.



The Complete, Simple, Duplicatable, Proven Way to Add Five (Yes 5) New Associates to Your Team in 30 Days or Less!

Step 1. Finding and Filtering New Contacts

The experiences of thousands of people have proven the most effective techniques for finding new contacts, also called prospecting.

Your market is split into two different segments: your warm market and your cold market.

Your Warm Market

Your warm market is all of the people within your circle of influence that you already know: your family, friends, coworkers, neighbors, and relatives, among others.

Your Cold Market

Your cold market is all of the people

within your circle of influence that you **don't know**. For example, the clerk at the supermarket, the person behind the counter at the dry cleaners, or even the car salesman who you bought your car from.

Warm Market People You Know Cold Market People You Don't Know

Online Marketing

You can market on the internet with both your warm and cold markets. Go to page 16 to learn how to use your Personalized eBook Lead Capture System and integrate it into all of your marketing activities.

Keeping the Prospecting Pipeline Full

Success comes from actually working to find new contacts in both your warm and cold markets. The successful salesperson actually spends 80% to 90% of their time finding new contacts to present their opportunity to.

Your success depends on your efforts to keep as many people as possible active in your Prospecting Pipeline. New contacts who are interested go in one end of the Pipeline, and you help by providing them information and motivation to learn about your product and opportunity. The goal is to keep

as many people as you can progressing through the various stages. You can use the Tracking Chart (page 10) to keep track of exactly where your contacts are and what they need to come out the end of the Pipeline as a success and a member of your team.

Action Plan to Work Your Warm Market

1. Create a list of everyone in your warm market.

By taking time to think about people you know, you can create a list of people who may or may not be interested. It is **not important** at this step to find out if they are interested. We will do that later. For now, create as large a list as possible to give yourself a good start..

Here is a **memory jogger** that will give you some ideas about who you can put on your contact list. Do you know anyone who fits any of the following:

25 years old or more	Dietitian	Maid of Honor	Sells Furniture
Ambitious	Doctor	Mailman	Senior Citizen
Artist	Doesn't Like Job	Mechanic	Shopaholic
Attorney	Dry Cleaner	Military	Single
Aunts	Engineer	Needs More Money	Sisters
Bank Teller	Executive	Neighbors	Social Worker
Barber / Hairstylist	Eye Doctor	Newlyweds	Spa Manager
Bartender	Family Friends	Nurse	Spa Owner
Best Friend	Fireman	Office Manger	Sports Enthusiast
Best Man	Former Boss	On Christmas List	Stay at Home Mom
Boat Salesperson	Former Coworkers	Outgoing	Store Clerk
Bowlers	Former Neighbor	P.T.A. Member	Stressed Out
Brothers	Former Teachers	Painter	Surgeon
Business Owners	Geek	Parents	Tax Preparer
Cable Repairman	Golfer	Pediatrician	Taxi Driver
Car Salesperson	Grandparents	Perky	Teachers
Carpet Cleaner	Gym Manager	Pharmacist	Thrifty
Carpet Layer	Handyman	Photographer	Timeshare
Chiropractor	Happily Married	Physical Therapist	Salesperson
Chocolate Lover	Has a Beard	Plumber	Uncles
Clothes Fanatic	High Income	Policeman	Unemployed
Coach	Homeowner	Real Estate Agent	Vacuum Salesperson
College Buddy	Hunts	Receptionist	Waiter
College Roommate	In-laws	Red Hair	Wants Change
Computer Tech	Insurance Agent	Repairman	Watches TV A Lot
Cousins	Journalist	Retail Salesperson	Wears a Hat
Coworkers	Knows Everyone	Salon Manager	Wedding Planner
Cute	Landscaper	Salon Owner	Well-liked
Day Care Provider	Leader	School Principle	Well-respected
Dead Broke	Lions Club Member	Scrapbook Fanatic	Workout Partner
Dentist	Loves Outdoors	Secretary	Works in a Mall

Most people tell you to write the list on a piece of paper, and start calling them. That is **EXACTLY WHAT YOU SHOULD NOT DO!**

Here's What You Should Do

1. Write every name on the **Proven Way to Add Five Tracking Chart** (pages 27 - 30) in this book. You can also download a copy from:

http://healthnewsweb.com/download/trackingchart.pdf

CONTACT			C	ONTAG					PRE	SENTA	rion				SIGN UP	Notes	
TRACKING	,	/ ,	/ /	 	(0,10)	(01-1)d	Brochure	(arion)	/ ,	Ι,	Ι,	/	mens.	l since	**************************************	,	/
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John Doe H - (123) 456-7890 C - (123) 987-6543 johndoe@johndoe.com	5/10	5/12	5/18	7	8	5/14 DVD 5/16 Audio	5/17	5/14	5/14	5/20	5/16	5/18	5/28	6/24	This is example o	ontact	
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6.																walishle for Dominod at http://www.bedrinesses.com/dominod/rackingchartpdf	HEALTH NEWS INTERNATIONAL, INC.
7.																Availah	8

Use as many pages as you need and print blank ones so you always have them on hand. You need to be very careful as you track all of your contacting activities to make sure you are being effective. Also, you can make sure that you are effective in your follow up.

2. Contact everyone on the list.

The reason that you wrote down all the names, no matter what you think they will do, is because you are going to contact everyone on your list. The critical part is not calling everyone. To establish credibility about your product, you need a professional to introduce it to your contact. This is where the HEALTH NEWS Newspaper comes in.

HEALTH NEWS Newspapers allow you to use different methods to contact people in your warm market. You will want to directly speak to some people and hand them a HEALTH NEWS Newspaper.

For many different reasons, you may want to send a HEALTH NEWS Newspaper through the mail or send a link to a HEALTH NEWS Personalized eBook via email.

Whenever possible, you want to send a physical newspaper to someone so they can read it without being tied to a computer. They can then read the newspaper on their time schedule, wherever they are.

Here is how you do it:

- 1. Make sure you place the **FREE labels** that come with your HEALTH NEWS Newspapers on the back page in the "For More Information" box. Now they know how to contact you.
- 2. If you are planning to contact them in person, here is an idea on how to approach them:

"I have some great information that has really helped me. Please take it and read it, and I will give you a call tomorrow to find out what you think."

3. If you are contacting them through the mail or over the internet, make sure to write them a letter, such as this:

Mike,

Thanks so much for taking the time to open this letter. I have included a copy of the HEALTH NEWS Newspaper (or I have included a link to a HEALTH NEWS eBook) and I hope that you will take a few minutes of your time to read it and let me know what you think about it. I will give you a call tomorrow.

Thanks.

Jim

4. **Follow up within 24 hours by calling your contact.** During the follow up call, you can determine your contact's level of interest, the quality of prospect they are by the interest they show, and determine if they are a "Prospect" or a "Suspect." (See page 17: Filtering Contacts into "Prospects" and "Suspects".)

Action Plan to Work Your Cold Market

Marketing to your cold market should be started right away, because it takes a lot more effort to find a contact here than through your warm market. To find

success in your cold market, you need to work smarter, not harder.

With the experience of thousands and thousands of people using HEALTH NEWS Newspapers in cold market marketing, we have found the most effective methods.

Using HEALTH NEWS as Your Business Card

A typical business card has your logo, your personal information, and maybe a short message.



When you use a HEALTH NEWS Newspaper as your business card, you are still sharing your personal information which is on the label on the back page. You are also sharing all of the information about your product. You are giving your contact enough information to make an informed decision right away.

Business Meetings & Seminars

If you hold meetings or seminars, hand out a HEALTH NEWS Newspaper to everyone who attends. Once again, you will provide credibility to your presentation about your product. Have extras available for them to pass along.

Use a Red COMPLIMENTARY Stamp

We offer a self-inking, red stamp with the word COMPLIMENTARY on it.

You simply stamp the HEALTH NEWS Newspapers either in the box in the lower right corner of the front page, or stamp above the three boxes on the top of the front page.

With the red COMPLIMENTARY stamp, contacts know they can take a copy for free.



Health Fairs and Expos

When you are a vendor at a fair or an expo, you are competing with many other vendors for people's attention. When you use HEALTH NEWS Newspapers, they stand out from everything else. They're something different for your contacts to look at when they get home from their meeting.

Door Hanging

Turn your daily walks into business building adventures. Just roll up a HEALTH NEWS Newspaper and insert it into a door hanging clear plastic bag, then hang the bag on every door in your neighborhood.

Your Own Paper Route

One of the most effective ways of working your cold market is to develop your own "Paper Route" where you choose locations throughout your local area where people can pick up something to read. Enter the place of business and ask the business owner or manager:

"I have your complimentary issues of HEALTH NEWS, is it okay if I set them down on your reading table for your customers? Thank you."

Experience has shown that nine out of ten times, the owner or manager will give you permission. Then place a stack of about ten copies that have been stamped with the red COMPLIMENTARY stamp on the table.

On my paper route, I placed a stack of HEALTH NEWS Newspapers in a local business. Out of 10 to 15 newspapers, I had five people call me. Two signed up, one of which used to run a \$300 million network marketing company!

~Danielle F.

It is important to remember that in addition to finding new contacts who read the HEALTH NEWS Newspapers, you are also looking to build a relationship with the business owner or manager.

As you go back to the business several times each week to check on the stack of newspapers, mention to the business owner or manager that they could reap the benefits of the people who respond to the newspaper by joining your business opportunity.

A great deal of success has been created by people who are diligent in working their paper route. Here are a few ideas of places to place a stack of HEALTH NEWS Newspapers. Use this list as a starter for your own local area.

Airport Lobbies Auto Shops Bakeries Banks Beauty Salons Bookstores	Delis Dentists' Offices Doctors' Offices Dry Cleaners Gas Stations Gift Shops	Home Shows Hospitals Hotel Lobbies Job Fairs Juice Shops Libraries	Retirement Villas Senior Citizen Centers Souvenir Shops Spas
Auto Shops	Dentists' Offices	Hospitals	Senior Citizen
Bakeries	Doctors' Offices	Hotel Lobbies	Centers
Banks	Dry Cleaners	Job Fairs	Souvenir Shops
Beauty Salons	Gas Stations	Juice Shops	Spas
Bookstores	Gift Shops	Libraries	Tanning Salons
Chamber of	Grocery Stores	Naturopathic Offices	Thrift Stores
Commerce	Gyms	Oil Change Stores	Truck Stops
Chiropractors'	Health Clinics	Optometrists' Offices	VA Hospitals
Offices	Health Fairs	Pediatricians' Offices	Video Stores
Coffee Shops	Health Food Stores	Pharmacies	Waiting Rooms
County Fairs	HMOs	Restaurants	YMCAs

A complete chart for you to keep track of your paper route is available on page 31.

We used 1,500 copies of HEALTH NEWS Newspapers every month by placing stacks in a VA hospital every week for nine months. We kept records of all our activities, and found that for every 57 newspapers we placed around the VA hospital, we sold a case of the natural supplements. Our return on investment was tremendous.

~Howard and Barbara J.

Direct Mail

With an estimated 90% of all email being SPAM, traditional direct mail has made a strong comeback. Businesses are still using email marketing, but their emphasis has once again turned to direct mail with third-party literature. Many of our customers, from individual home-based business owners to

large companies, have used HEALTH NEWS Newspapers as direct mail.

Individuals have found success sending HEALTH NEWS Newspapers and cover letters to 50 to 100 of their family, friends, and acquaintances to share what they are doing and introduce natural supplements in a simple way.

With direct mail, we have sent out an average of 10,000 copies of HEALTH NEWS every month for two years. It has been so successful that it has become our primary method to sell our products.

~ Thomas A.

Companies and home-based business owners with more resources have found success mailing large quantities of HEALTH NEWS Newspapers to

qualified mailing lists. The success it has created has been tremendous and generated incredible positive revenues.

Newspaper Inserts

There are several keys to successfully creating a marketing campaign by inserting HEALTH NEWS Newspapers into other newspapers. Make sure you select weekly paid subscription newspapers and select to have your HEALTH NEWS Newspapers inserted only into the newspapers that get delivered directly to homes. You need to repeat the process for several months.

One group of home-based business owners combined their efforts and had between 10,000 and 20,000 copies a month inserted into local newspapers. We customized the newspapers with imprints in the boxes on the front and back pages. We included personal stories in the box on the front page and information on local meetings and contact information on the back page.

We inserted HEALTH NEWS Newspapers into local weekly subscription newspapers and had tremendous results. In our area of around 35,000 people, we have sold over \$100,000 worth of products from the newspaper inserts.

~ Kevin B.

Over an eight month period, the marketing campaign was so successful, that it resulted in thousands of new customers. They created this incredible success by inserting HEALTH NEWS Newspapers into small rural newspapers in the Midwestern United States.

Keeping Track of Your Contacts

Write every name on the Proven Way to Add Five Tracking Chart (pages 27 - 30) in this book. You can also download a copy from:

http://healthnewsweb.com/download/trackingchart.pdf

Use as many pages as you need and print blank ones so you always have them on hand. You need to be very careful as you track all of your contacting activities to make sure you are being effective. Also, you can make sure that you are effective in your follow up.

Follow up within 24 hours by calling your contact. During the follow up call, you can determine your contact's level of interest, the quality of prospect they are by the interest they show, and determine if they are a "Prospect" or a "Suspect." (See page 17: Filtering Contacts into "Prospects" and "Suspects".)

Action Plan for the Internet

We have created the **Personalized eBook Lead Capture System** to help you with your online marketing, which is an essential part of your toolbox.

What is a Personalized eBook Lead Capture System?

The Personalized eBook Lead Capture System includes:

- A website with a landing page
- A contact form
- An electronic book with
 - The content from an edition of HEALTH NEWS
 - Pages that turn like a real book
 - Personalized with your name, city, state, country, up to two phone numbers, and your email address

Marketing with Personalized eBook Lead Capture System is very duplicatable and can be used by everyone from age 18 to 88.

Frist, you will receive a website at www.DownloadMyEbook.com/[yourname].

You can share your website in a variety of ways, such as:

- Social networking websites
 - Facebook
 - Twitter
 - And more!
- In your email signature
- On your business card
- Offer a free eBook in classified ads

- On the free newspaper labels
- Fliers that you create
- Online pay-per-click ads
- Online banner advertising
- Email marketing (no spam!)
- Any way you choose to market.
- The ideas are endless!

Once someone learns about your free eBook, they will go to your website, enter their name, phone number, and email address into the form on the landing page, and then download your Personalized eBook.

While your prospect is viewing your eBook, you are sent their contact information via email.

So a few minutes later, you can call them and start the process of building a relationship and developing them from a contact into a prospect.

You can view a sample Personalized eBook Lead Capture System at:

http://downloadmyebook.com/johndoe

Filtering Contacts into "Prospects" and "Suspects"

Welcome to the time trap. More salespeople get trapped in this section than any other. Why? Because people are not willing to continue creating new contacts, instead they want to continue to push on the ones they already have.

There is no hard and fast rule that you give a person so many chances and then dump them. Actually that is the farthest thing from a good idea.

What you should do is continue to follow up with everyone, in various ways depending on their needs. This is another reason that keeping track of your contacts on a tracking chart is so critical. When you track the progress of someone, you are keeping records of your communication with them, their interests, their needs, and their feelings.

Once you find a person's interest level, you can determine if they are a bona fide prospect or a questionable suspect. Here are a few tips to help you determine which one your contact might be:

- 1. What was their reaction when you handed them a HEALTH NEWS Newspaper?
- 2. What was their reaction when you shared your personal experience with the product with them?
- 3. Did they ask for more information in a good way?
- 4. What does your gut say? Are they really interested, or do you just hope they are really interested?

On the Tracking Chart, keep track of their interest level and once it goes above 6 or 7 then you can count them as a prospect. If it is below that, keep providing information to your contact until they are interested. You could provide information in many ways including email, regular mail, handing them information, a three-way call, or even taking them to a meeting.

Don't give up on people, but also don't put a lot of time into someone who does not show significant interest. It is a balancing act. But be sure to not spend all your time on time bandits who pretend to be interested, or that you hope will become interested.

You will be much more productive adding more people into your pipeline, than by wasting time with semi-interested people.

Step 2: Present Within 48 Hours

When you have a prospect who is interested in your product or opportunity, it is critical that you take immediate action. As you find that they are interested, you need to immediately make a presentation to them.

How do you make a good presentation? That differs from person to person. There are some important factors to consider before you jump in.

The most important factor is to not make the presentation yourself. Why? Because you need third-party credibility to validate your product or opportunity. More importantly, you need to learn how to make a proper presentation before you give one.

For instance, if you were to join a new opportunity and then go out and try to present that opportunity to someone else, you probably would not be able to answer any questions, and if you did, you would not be very convincing.

But if you had your upline or someone with a lot more experience make the presentation for you, all the questions would be answered correctly and with authority.

The key is having access to a presentation that you can count on. Here are some ideas of how to present your product or opportunity to a qualified prospect:

- 1. **Live Meeting.** A live, face-to-face meeting with you, your prospect, and at least one other person who is experienced in presenting is almost always the best way to do a presentation. Remember to let the experienced presenter take the lead, as that establishes third-party credibility.
- 2. **Three-way call**. The three-way call is the next best presentation method. You can take advantage of many different skillful presenters from your local area and beyond.
- 3. Other methods. Company presentations, DVDs, audios, brochures, recorded calls, websites, webinars, and scientific documents are all valid methods of presenting.

Remember that the relationship you create during the presentation is what your prospect will remember and usually drives their decision making. Be sure to also record on the tracking chart all of your presentations to a contact. You can also keep track of their interest level throughout the process.

Step 3: Assume the Sale During the Presentation

While you are making your presentation, you need to address any potential concerns before they come up.

Picture the presentation process as walking your prospect down a hallway, and each door they come to represents a concern. If you address the potential

concerns with your presentation, then those doors will be closed when you get to them. But if you have not addressed the potential concerns, the doors will be open and they can take a detour into the room and they may never come out.



Once you get through the pre-

sentation, or to the end of the hall, all the concerns should have been addressed and you can close the sale. Now once again, we are not suggesting that you pressure anyone into anything. But if all concerns have been addressed, you can easily assume the sale.

So at the end of the presentation, you don't ask them if they want to join, you simply ask them if they want to start out with a week's or month's supply. You can also ask them if they would like to be on a regular monthly shipment (autoship) if your company offers it, or if they would like to order just one month at a time.

By assuming the sale, you are not putting undo pressure on them. You are simply following your presentation and helping them get the product they want. Some will say yes and some will say no. It's okay either way because you are looking for people to join you in your quest for success. If they are not sold on the product or the opportunity, ask them for referrals of others who may want to take the product or who may need to take the product.

Many people are so afraid of asking for the sale that they will never be successful. You are here to offer a product that others need. If you don't ask for the sale, who can you help? As time goes on, you will improve on your techniques and it will come easier to you. Keep going and always ask. Create a vision of your success. It will come!

Step 4: Duplicate Your Efforts

Success breeds success. As you are diligent in finding new contacts and being faithful in following up with those contacts, you will find success.

Network Marketing, just like most any other sales opportunity, is a numbers game. How many presentations will it take for you to be successful? Only you know the answer to that question.

For example, if you contact three to five people from your warm market, hand out five to ten HEALTH NEWS Newspapers to anyone you meet in your everyday business, and create a Paper Route, you should easily be able to generate two new qualified prospects on a daily basis.

If you then follow up and make a presentation to those two new qualified prospects within 48 hours, you will be making almost 50 presentations a month.

If you start off with helping one out of ten people (10%) join your team, you will add five (Yes 5) new associates to your team every month.

It is easy to see how it can be done. But will you do it? We have seen people's organizations grow by leaps and bounds by being faithful to their marketing efforts. Will you?

What happens now if you give a copy of this booklet to each person you bring into your organization? What kind of success will they find? If they look to and follow your example, they can be very successful.

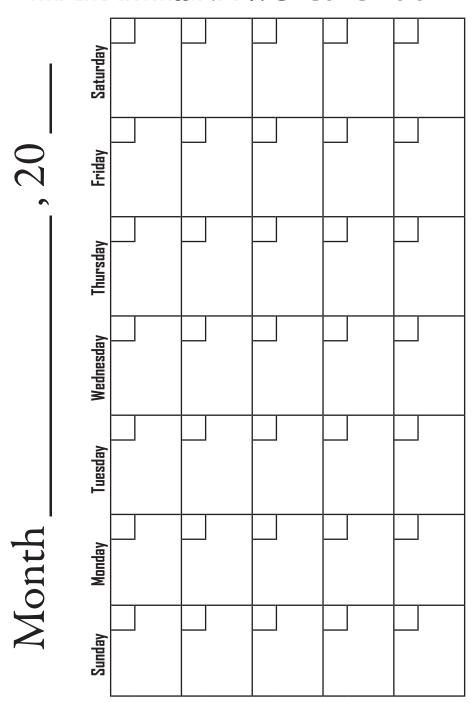
The numbers have been used a lot, but what would happen if you would get five new associates who each get five, who each get five? That's 155 new associates in just three months.

But what happens if you only get two, who each get two, who each get two? That is 14 new associates in just three months.

If you want success and are willing to work for it, the Proven Way to Add Five will help you find it.

Remember to keep track of all your activities on the Weekly Planner pages and to use the Tracking Charts. Your success depends on it!

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We have helped hundreds of thousands of people successfully build thriving businesses by creating professional tools that do most of the work for you.

Effective recruiting does not occur by accident. By working with hundreds of thousands of business owners, we have found five key elements that will help you become successful.

Passion You have chosen a product to sell because you believe in

it. You have had a personal experience or know others who

have had a personal experience with the product.

Desire Because of your passion, you have a strong desire to share

your product.

Action Your passion and desire have driven you to take action. You

are compelled to help others discover why you have passion

about and desire for your product.

Personal People are interested in other people and how they have

overcome obstacles in their lives.

Duplication Now you need to duplicate your efforts to help others

discover their passion and desire which will motivate them

to action.

HEALTH NEWS Newspapers help you find people who can be passionate about the product you are selling and who have a desire for gain by helping others. **HEALTH NEWS** makes it easy to take action by simply sharing a **HEALTH NEWS** Newspaper or Personalized eBook with someone.

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