

ASEA ESSENTIALS

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Welcome

Congratulations on taking your ASEA business seriously enough to visit the Amazing Molecules Training website and printing off this ASEA Essentials Document. You have taken a big step in the right direction. You have shown that you want to treat your ASEA business like a business and not like a hobby or even worse, a lottery. ASEA is a breakthrough of unparalleled proportions; and this ASEA breakthrough means massive opportunity for those who take the action necessary.

“There is nothing better than making a living while making a difference”

With the ASEA product you have the potential to change lives. With the ASEA opportunity you have the potential to achieve true financial freedom. A few years from now, people you know might declare how “lucky” you are. You will be able to look them in the eye and say...

“Luck is nothing more than opportunity colliding with preparation. I was prepared!”

Finally, make sure to use the 12 Point Check List. This is a check list of the 12 MUST DOs that will keep you on track and accountable as you lay the foundation in your ASEA business.

Wishing you all the success you deserve,

Alan Noble

Independent ASEA Associate
www.amazingmolecules.com

12 Point Checklist

1. **Sign Up** - become an ASEA Associate, \$30 Enrollment Fee. You get a position in the compensation plan, starter kit and a teamasea.com website
2. **Activate** - with at least 1 case of ASEA, preferably at time of enrolment. The heavily discounted 4 (save \$110) and 8 case (save \$190) packs are only available at time of enrolment.
3. **Autoship** - set up your monthly autoship to remain active and eligible for commissions. You must have 100PV every month.
4. **Website** - Check your teamasea.com/username site is live. Make sure you can log into your back office. Know how to set associate placement (through the profile tab)
5. **Newsletter** - Sign up for the Amazing Molecules Newsletter in the training section of the site.
6. **ASEA Essentials** - Print off and READ this ASEA Essentials Document
7. **Training** - Lay a solid foundation for your success by going through the training modules on the Amazing Molecules Training website.
8. **Why?** - You must discover your WHY? Why are you building an ASEA Business? Then give yourself permission to succeed! Do not under estimate the importance of this.
9. **Tools of the Trade** - Master using all the tools of the trade that are available to help you build your ASEA business. Websites, conference calls, 3 way calls with upline, books and brochures etc etc
10. **Upline Support** - Make sure you have the contact information of your sponsor and at least 2 additional members of your upline support team.
11. **Top 20** - Write out a list of your top 20 warm market contacts. This is the best way to get your business of to a fast start. Don't prejudice.
12. **Qualify Your Business** - Sponsor your first 2 associates. One in your left team and one in your right team. This is the basic building block of the business. Congratulations, you are now an ASEA Director.

Discover Your WHY?

Why do you want to build an ASEA business? This is single most important question you can ask yourself. *“Even Money has a Why? at the end of it!”*

Write out 3 powerful and motivating WHYs. Make sure they are backed by a burning desire to achieve them.

WHY? #1

WHY? #2

WHY? #3

Give yourself *permission* to succeed

Discovering your WHY is extremely important. However if you truly want to achieve success then you must first give yourself permission to succeed.

You must believe that you deserve to be successful.

If you don't, then what you want and what you think you deserve will CONFLICT and as a result achieving success in ASEA will become a greater challenge.

Tools of the Trade

ASEA Corporate Site – www.teamasea.com/username

When you become an ASEA associate you get your very own Team ASEA website. This is where your prospects will sign up to either become preferred customers (Buy Tab) or associates (Join Tab). You can also login and track your business through the back office.

Amazing Molecules Presentations – www.amazingmolecules.com

These online presentations cover everything your prospect needs to know to make an intelligent and informed decision about the ASEA product and business opportunity.

- **ASEA** - Explains the ASEA Breakthrough
- **Health** – Listen in as health experts explain why they are choosing ASEA
- **Athletes** – Various athletes and Sports Professionals share their ASEA experiences
- **Business** – With every great breakthrough comes massive opportunity.
- **Plan** – Learn more about the 7 ways to make money
- **Testimonials** – Discover how ASEA is literally changing lives.
- **Training** – Enter the team training website - passcode “*asea123*”

If you would like to send a prospect directly to certain presentations then examples would be:

- Product presentation – www.amazingmolecules.com/asea
- Business presentation - www.amazingmolecules.com/business
- Athletes website - www.amazingmolecules.com/athletes

ASEA Vision Call – Thursdays @ 9pm EST - (712) 432-0075 Pin 635808#

ASEA leaders share their vision for the ASEA product and opportunity. This is the perfect call for you, your ASEA associates and guests to plug into once a week. Listen in as very satisfied ASEA customers, health care professionals and athletes share their excitement about ASEA.

Charge Up Calls – Monday to Friday @ 11am EST - (712) 432-0075 Pin 635808#

You charge up your phone everyday...why not you? Join ASEA leaders every morning to get charged up and ready for the day. Don't just listen...join in!

ASEA product sizzle call – (800) 444-6918 Ext 700

This short 3 minute call can be used as a brief introduction to ASEA for your prospects. Its available 24/7 and only a toll free call away.

The Science of Healing Revealed (available from www.aseacards.com)

This book discusses the *Science of Redox Signaling* and the *Signaling Molecules* that are found in every bottle of ASEA. Perfect for the medical or health professional, or the lay person who just wants to know more.

Get Connected!

*****IMPORTANT*****

Sign up for the Amazing Molecules Newsletter at
www.amazingmolecules.com/training
To ensure delivery add
newsletter@amazingmolecules.com
to your contacts.

“I may be in business for myself, but I am certainly not by myself!”

Your Upline Support Team

1. Your Sponsor

Name: _____

Telephone: _____ Email: _____

2. Upline Support

Name: _____

Telephone: _____ Email: _____

3. Upline Support

Name: _____

Telephone: _____ Email: _____

If you have specific questions relating to building your business then contact your upline support team. For all other questions please call:

ASEA Associate Support @ (801) 973-7499

Need help placing an order? Setting up an autoship? Converting a preferred customer to an associate? Question on orders or order tracking? Commissions? This is the number to call.

My Top 20 ASEA Prospects

Name	Telephone	Email
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

**I get paid for talking to people!
If people don't know that I am in business then I am not in business!**

Your Team ASEA Back Office

Your teamasea.com back office offers many features to help you track your business. However here are several basic features that every associate should be familiar with.

1. Visit www.teamasea.com/yourusername
2. Click the Login tab
3. Type in your username and password and hit submit

The Welcome Tab - This is the first page you see every time you log into your back office. There is a business summary, including your volume for the week and any carry over volume. You can also see information on your personally sponsored associates.

Placement Preference (from Profile tab) - This is where you can switch your placement preference so when new associates sign up from your teamasea.com website they will be positioned in either the left or right leg of your business.

Graphical Genealogy (from Genealogy Tab) – This shows a tree view of your organization either as the binary tree or as a personal enrolment tree. Clicking on the small down arrow in each box will give you additional options.

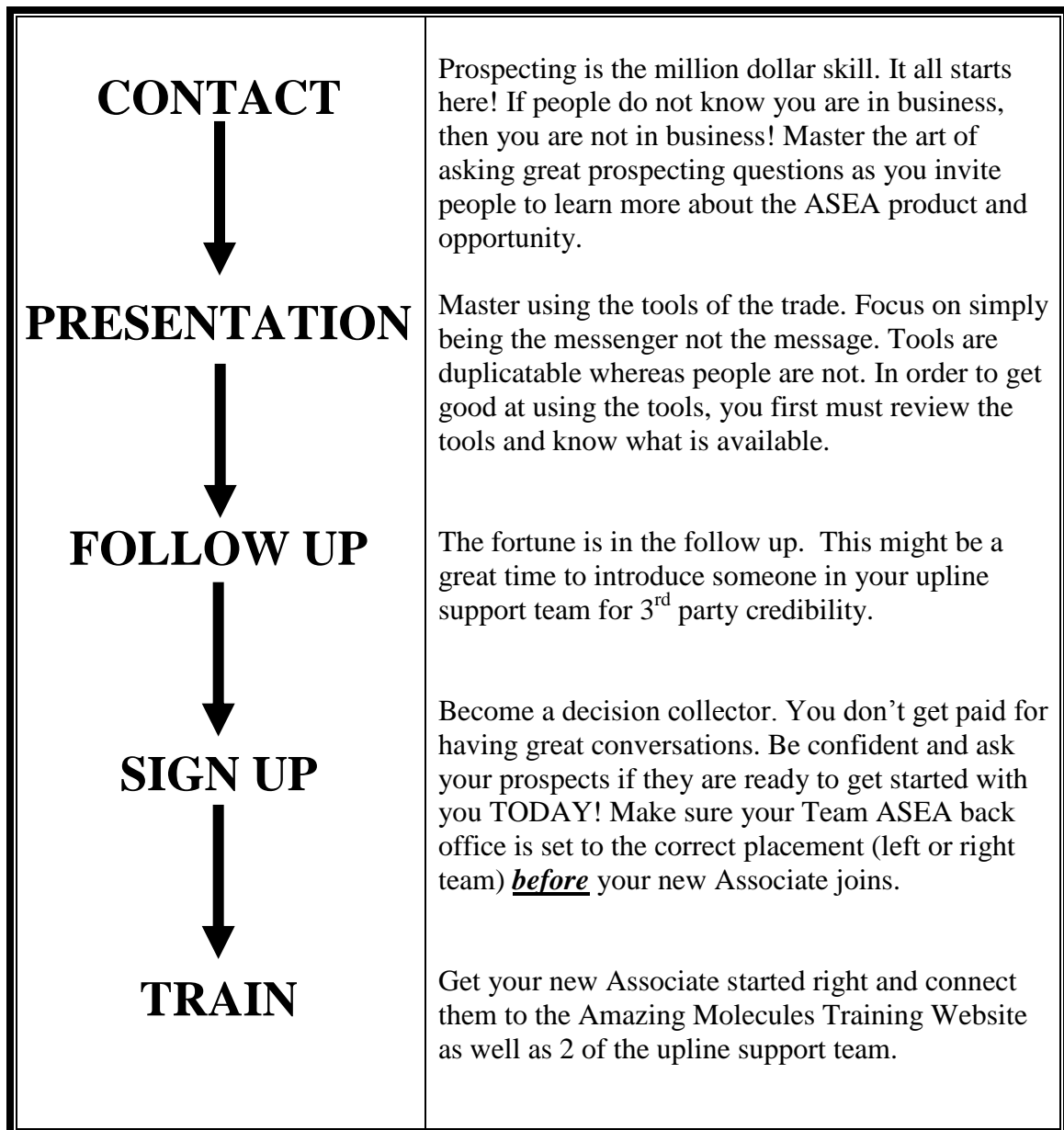
Volume Totals (from Genealogy Tab) – Click on any of the volume totals for either your left or right leg and you can see all the individual orders that created this volume.

Earnings (from Commission Tab) – It’s always nice to know how much money you are earning however from the earnings page you can see the breakdown for each weeks commissions – fast start bonus, directors bonus, team commissions, matching checks etc.

New Order (from My Order Tab) – Click here to place an order on your own position. Add to cart and click the check out tab.

Autoship (from the Autoship Tab) – All Associates are advised to place a recurring autoship order of at least 1 case to ensure you remain “Active” in the compensation plan.

5 Step Business Building



1 Mistake in the Industry

Spending too much time with the wrong people.
Say less to more people.

Simple Prospecting Questions

“If I had just found out about an amazing health discovery would you want to know about it?”

“If I knew of a breakthrough supplement that was helping people achieve better health would you want to hear about it?”

“If I knew of a product that was giving athletes a 5-10% edge over their competition would you want to know about it?”

“If I knew of a product that was about to sweep across the health/sports/network marketing world would you be open to hear about it?”

“Do you keep your options open when it comes to making money?”

“If I knew of a way where you could make an extra \$2-5K/mth and it didn't get in the way of what you are currently doing, would you want to hear about it?”

“Are you open to look at a new Network Marketing company?”

It's OK if someone doesn't buy your story, just never buy theirs!

ASEA Power Phrases

- The most significant breakthrough in health/sports/network marketing in the last 50 years.
- ASEA is the best kept secret in health/sports/network marketing.
- To fully grasp the ASEA breakthrough you must think beyond nutrition
- Your body wants to be healthy. ASEA helps your cells communicate the message of health throughout your entire body.
- We live and die at the cellular level. If your cells are healthy then so are you!
- ASEA empowers your cells to achieve their full health potential.
- ASEA represents a breakthrough that for 50 years science said was impossible.
- ASEA has left the nutritional wars behind. It is a solo voice rising above a very crowded choir. ASEA is a category creator. It stands in a class all of its own.
- ASEA impacts the cells at the molecular level and therefore at a depth that no other product has ever come close to achieving
- ASEA cannot be copied and has no competition. Imagine having a monopoly on the single greatest breakthrough in health.
- With every great breakthrough comes massive opportunity
- We are witnessing the birth of a Network Marketing Giant!
- The ASEA product is strong enough to stand on its own ...it doesn't need to use the opportunity as a crutch! A rare jewel in Network Marketing!

Enrolling ASEA Customers

Your customers will visit your teamasea.com website and click on the **BUY** tab. They will purchase ASEA at the retail price of \$150/case or as a preferred customer (autoship) at the discount the price of \$120/case.

Note: The ASEA Autoship is very user friendly and can be cancelled or altered at any time by calling ASEA support @ (801) 973-7499

Enrolling ASEA Associates

To become associates your prospects will visit your teamasea.com website and click on the **JOIN** tab. They fill out a short registration form and enroll. There are 5 choices:

1. Enrollment Only = \$30 (not recommended- it's a business. Let's treat it like one!)
2. 1 case ASEA + Enrollment = \$150
3. 2 cases ASEA + Enrollment = \$270
4. **4 Cases ASEA + Free Enrollment = \$400 (save \$110)**
5. **8 Cases ASEA + Free Enrollment = \$800 (save \$190)**

The 4 and 8 case enrolment orders are heavily discounted and allow the new associate to purchase each case of ASEA for \$100 instead of \$120. It also includes FREE enrollment. Both these packs are ONLY available at time of enrolment

NOTE: Placement position must be set in your back office BEFORE new associate enrolls

The ASEA Retail Pack

10 cases for price of 8
(**\$960 + S&H**)

The ASEA Retail Pack is perfect for associates who like to have product on hand to retail, as well as for gyms, doctor and chiropractic offices, wellness centers etc

If the Retail Pack is placed as an...

- a) Associate ... the associate earns 800PV
- b) Preferred Customer ...the associate gets 400PV + \$200 Preferred customer commission

By placing the order as a preferred customer and getting the additional \$200 commission the price per bottle comes down to \$20! Sell it for \$35 and make \$15 a bottle!

NOTE: The retail Pack is not available online and must be placed with ASEA support

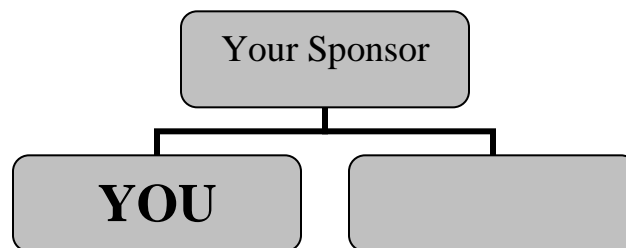
Binary Basics

The Binary Compensation plan is the most popular plan in Network Marketing today. It enables team building in ways that other plans do not. Binary means 2 - you are building 2 sales teams. A left team and a right team.

3 things everyone HAS to do to build a business. Sign Up – Activate - Qualify

Step 1 - Your Enroll as an Associate

When you enroll as an ASEA associate you are given a position in the compensation plan. You are placed in your sponsors left or right hand sales team. This is determined by your sponsor's placement settings in their back office. (in this example that is the left)



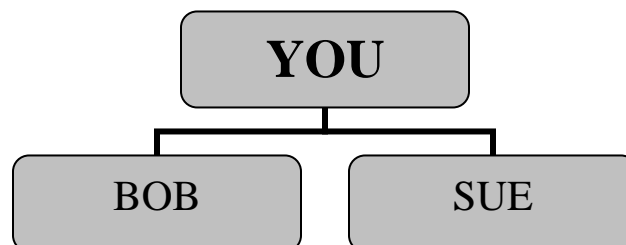
Step 2 - You Activate with an order (min 1 case)

When you activate your position you are eligible for retail and preferred customer commissions as well as fast start and director bonuses. Volume can also begin to accumulate within your right or left team.

Autoship - After initial enrollment you must accumulate at least 100PV every month to remain active. Personal Volume (PV) can be accumulated through your own purchases (100PV per case) as well as retail customers (100PV per case) and preferred customers (50 PV per case)

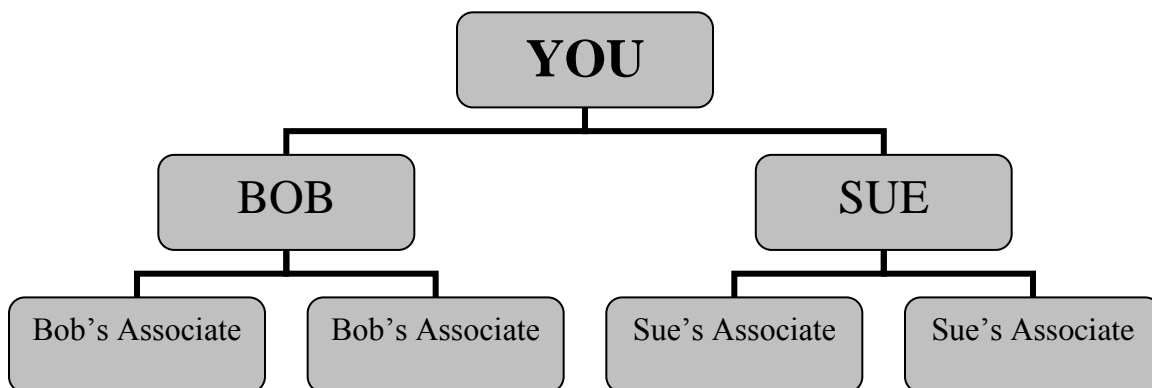
Step 3 - Become a Qualified Director

When you enroll your first 2 Active Associates, you will place one on your left and one on your right. Congratulations you have qualified as a Director and are now eligible for team commissions (10% on your smaller team volume)



Developing Directors

Earn a \$50 Directors Bonus every time you help a personally sponsored Associate become Director! In this example Bob and Sue have become directors.



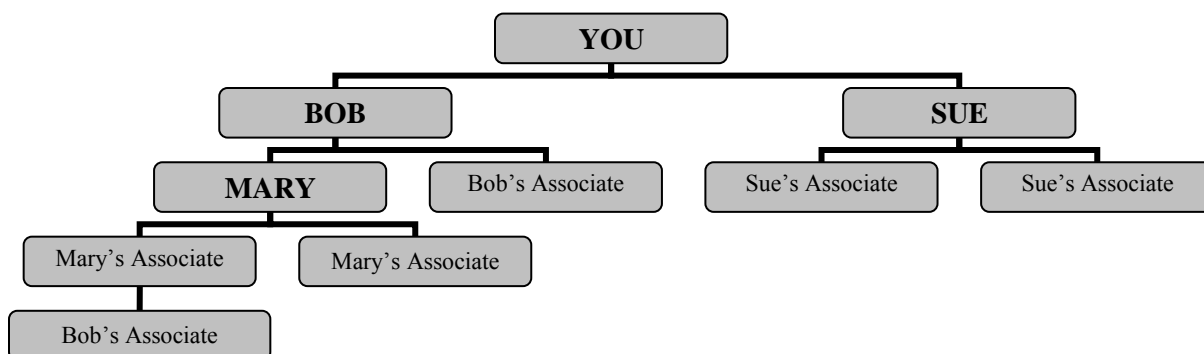
“If everyone just finds their 2... you will become a millionaire!”

You sponsor 2, who turn in to 4 more, who turn into 8 more...then 16...and 32... 64... 128...256...512...1024...2048. At this point you have a team of over 4000 Associates!

What's the catch?

Human nature kicks in and not everyone will find their 2. Not everyone will stay the course! To make up for this we encourage you to not stop at 2 but to enroll as many associates as possible. 5...10...20 or more...speeding up your success!

When you enroll more than 2 associates they will be placed at the next available position in your left or right team. In this example you sponsor your 3rd person, Mary, before Bob sponsors anyone. Mary has “spilled into” Bob’s business. Mary also sponsors her first 2 associates before Bob. It doesn’t matter! Every new associate will simply fall in the next available position either in the right or left team of their sponsor.

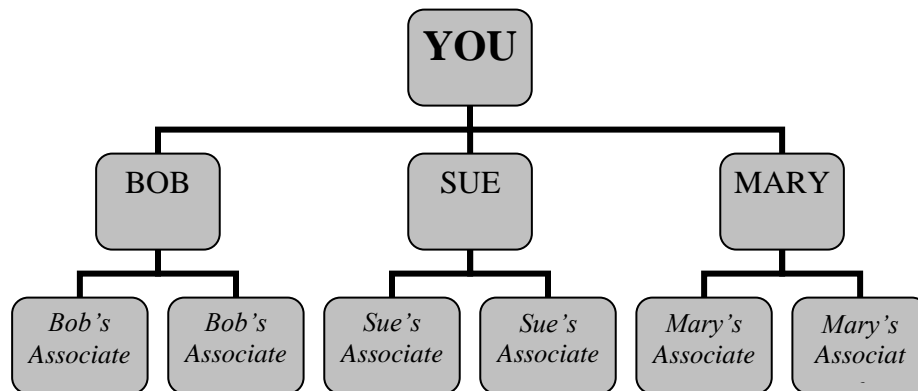


As you can see the Binary Compensation Plan is a great team building exercise. Instead of you building lots of individual “legs” you compress your efforts into only 2. A right and a left!

Personal Enrollment Tree

The ASEA compensation plan starts with Fast Start bonuses on new enrollments and ends with a “wealth building” component, called Matching Checks. Both these bonuses are paid on your *personal enrollment tree*! For example, in the matching check bonus, you can earn a match on the incomes of associates within your personally sponsored organization. In other words you do not earn a matching check on any “spillover” associates.

At this point your Personal Enrollment Tree would look as follows:



Bob, Sue and Mary would be considered 3 separate lines of personal sponsorship. As you can see Mary does not appear in Bobs Personally Sponsored Tree.

You can view this personally enrolled tree in your back office.

- Genealogy Tab
- Graphical Genealogy
- Choose “sponsor” rather than “binary” – top right of the page.

Want to build a Massive check? Start multiple lines of personally sponsored associates!

ABCs of Network Marketing
Always Be Contacting

The 3 Golden Rules

Golden Rule of Prospecting

Sift and sort looking for the people who want what you have. Never try to convince or sell people that they need what you have.

Golden Rule of Sponsoring

Its OK to believe in someone more than they believe in themselves, but you must never want this business more for someone that they want it for themselves!

Golden Rule of Leadership

Leaders are self motivated, self responsible and will build this business with or without you! In order to develop leaders you must first become the leader that people are looking for!