

Pathfinder One Purpose

To empower participants to create successful habits and actions that enables them to be confident leaders while attaining their business goals and personal dreams.

The purpose of this workbook is two-fold:

1. To give you, the participant of this Pathfinder One Program, the everyday tools, support, and guidance to ensure your success. Habits create our actions, actions create our lives. This program is designed to help you create successful daily habits that are necessary to achieve your dreams.
2. To provide you with a written document outlining the fundamentals of the pathfinder program that you can reference in order to teach and continually duplicate as your business grows.

Overview of the Pathfinder One Program

The Pathfinder One Program was created to give new distributors the tools and guidance they need to jump start their business with clear focus, integrity and personal ownership.

Basics

In this program there will be one leader and nine participants that meet weekly over a one-hour conference call, which will broadcast live to everyone accessing the P1 conference call. Hundreds of people will participate as “listening participants” while following the progress of the nine live call members. The listening participants are encouraged to participate in an organized “Action Call.” An Action Call is a call that mirrors the Monday night leadership calls with an Upline leader (A Pathfinder One Graduate) while you follow the syllabus of this program. The Action Calls are once a week at your discretion. After listening to the live call on Monday night or the recorded version, the Action Calls will be a means for the Pathfinder to work with their leader each week to complete the program.

The P1 Program is a life cycle of growth. It is a step-by-step process to help develop the skills not only to go Silver but an understanding of what it means to be an Upline who exudes the leadership and personal accountability you want your Downlines to also share and develop for themselves.

Key success principles we will teach in this program are:

1. Accountability
2. Relationship Building
3. Duplication
4. Leadership

This program will encourage you to stay focused, to engage your business with reckless abandon, and to develop unshakable commitment to why you are building this business.

Success Principle #1: Accountability

One of the key strengths of the Pathfinder One program is the contract of accountability.

Many times even when we know what to do we don't do it. Accountability gives us the extra *motivation* or *boost* to do things we may not do otherwise. Accountability announces you will do what you have agreed to do—there is power in answering to your commitment. This is the power we need to get started, to stretch outside our comfort zone and to be persistent enough to succeed!

Accountability: The goal of accountability is at times in tension with the goal of leadership. A constituency may have short-term desires which are at odds with long-term interests.

Accountability in Pathfinder One invites you to be:

- ▶ Accountable to yourself
- ▶ Accountable to your team
- ▶ Accountable to your Upline/Downline

Success Principle #2: Relationship Building

Network marketing is a business. It is, however, very different than traditional business in that we don't manage people, supervise performance, give pay raises or have power over how another runs their business. For this reason relationships become the foundation of the business. People get involved in network marketing for many reasons, but typically stay because of encouraging and supportive relationships with Upline, Crossline and Downline. In building relationships we build our team. By investing in our people, we invest in our business because of the transference of respect, teaching and modeling. This enables us to successfully engage in the other success principles of accountability, duplication and leadership.

Success Principle #3: Duplication

Duplication involves having a simple, proven system for each person. Simplicity ensures success. The Pathfinder Program is a system of tools, upline support, training and mentoring. Duplication keeps us on the success track and ensures ongoing residual income. Because we duplicate principles not people, the more simple and easy to follow the process, the more people can be successful, which means the bigger our business will be.

Using our individual personality, the duplication of proven things, like setting up a Wellness Preview, sharing the business plan, using the tools, etc., becomes the backbone of your network marketing business.

Remember – “It's not what you can do, it's what you can duplicate.”

Success Principle # 4: Leadership

Leadership is a skill that can be learned through a willingness and ability to keep developing one's self. Individuals grow into leaders.

Being teachable and coachable are important aspects of the P1 program—to understand the art of leading others you must also be able to *follow*. Leaders take ownership for their business and lead by doing. Leaders say “Let's do this” not “You do this.” Leaders should see themselves as Upline and they know their business starts and stops with them.

Leaders do more than assigned, are willing to push outside their comfort zone, honestly assess their experiences, listen to others, are open to new ideas, and are always striving to encourage others to be the best they can be (creating new leaders).

Commitment to Pathfinder Program

Before you begin the Pathfinder One program you will want to have a clear understanding of the requirements and the commitment to the program. We will cover each in detail. Upon understanding the commitment and making a positive decision to move forward, complete the commitment form, sign and date it, and return it to your Pathfinder One Program Leader. Keep a copy of it for yourself as this will serve as an everyday reminder of your dedication to successfully completing the program.

1. Pathfinder One is a four-month program. Participation is required for the entire four-month period.
2. You will have your tools. Tools include the books, CDs and DVDs used for education and to build your business. (There is a Pathfinder One Pack that can be purchased from Focus on Growth.)
3. You will have purchased either a Business Pack or a Wellness Home Pack and be on autoship. This is a requirement to achieve the rank of Silver. It also allows you to begin to use and experience the products.
4. Humans Being More Training (HBM). Register and attend a HBM training. This is also a requirement for attaining the rank of Silver.
5. 100 Names List. Without pre-qualifying, write down at least 100 names of people you know. This will be the starting place to begin building your business.
6. Be coachable and teachable.
7. Weekly activities:
 - Share the business opportunity with at least five people a week (ABC's)
 - Attend a core preview
 - Be on the weekly accountability call
 - Complete the reading assignment and CD/DVD viewing
8. Each week on the accountability call you will respond to "complete" or "incomplete" indicating the successful completion of the required weekly activities.
9. The second month of the program, the nine participants will be arranged into three teams of three. The purpose of the teams is to expand the power of the P1 program providing additional support, processing of assignments and accountability.

Signatures:

Pathfinder One Participant _____ Coach _____

Date _____ Date _____

Getting Started

There seems to be a lot of attention given to *HOW* to build the business and certainly that is important. But the most important part of the business is what drives the *HOW*, what fuels your actions, and that is *WHY*.

The *WHY* are your dreams. Dreams are the projection of the kind of life you want to lead. Dreams can drive you. Dreams give you the ability to charge through obstacles.

Imagine an athlete that dreams of winning an Olympic Gold medal. Seven days a week, early to late, they train, they work hard, and they strive just for a chance to compete for the Gold. The dream fuels the drive to do what ever it takes! They don't focus on the hardship or the hard work of training; they focus on standing on the platform at the Olympics, hearing the National Anthem being played and the Gold medal hanging around their neck.

Take some time to think about your *WHY*, your dreams. Where would you love to live, what would you love to do, be, experience, share...? Write down all of your dreams. As you complete the four-month program, you will add to your dreams, fine-tune them and be on your way to achieving them!

Participant Information:

Conference call #: _____

Time and day of calls each week: _____

Date: _____

Pathfinder One Leader: _____

Pathfinder One Assistant: _____

Contact Information:

Telephone: _____

Email: _____

Fax: _____

Pathfinder One Participants

Name	Daytime Phone #	Alternate Phone #	Email Address
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

Tools

*Tools may be purchased at Focus on Growth www.focusongrowth.com
or by calling them at 1-800-496-8508 or 830-643-1121.*

Write down the tools you will need during this program:

Books

Prospecting DVDs/CDs

Training DVDs/CDs

Overview

Week 1: Initial Call

- ▶ Discuss Pathfinder Commitment Form and define accountability.
- ▶ Discuss tools needed for this program (tapes, books, etc.).

Week 2: Individual Participant Introduction (two minutes each)

- ▶ Background.
- ▶ Why did you choose this business?

 **Assignment:** *Think about how you are keeping your WHY in front of you. What is your one-minute Catch Phrase?*

Week 3: Accountability Call

- ▶ Share your *WHY* and how you are keeping it in front of you.
- ▶ Discuss your one-minute *Catch Phrase*.

 **Assignment:** *Book/CD*

Week 4: Accountability Call

- ▶ Review Process of Weekly Activities Tracking, Contact Information, and Monthly Activities Tracking Forms from the Ignition Sequence Guide.

 **Assignment:** *Book/CD*

Month One/Week One

Date: _____

Define Accountability: What did you learn about accountability from the first week's call? What does it mean for you and what does it mean for this program?



Homework Assignment

Be prepared to discuss:

1. Your background
2. Why you are building this business
3. What you want to gain from this program

Month One/Week Two

Date: _____ Complete _____ Incomplete _____

What did you learn from the eight other Pathfinders' background and commitment (*WHY*) to building their business on this week's call? List the key points why a team member is building their business and what each person wants to attain from this program

Name	Why
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

Define "*Catch Phrase*" _____



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

1. How are you keeping your *WHY* in front of you?

2. What is your one-minute *Catch Phrase*?

Month One/Week Three

Date: _____ Complete _____ Incomplete _____

1. In what way did you experience the importance of keeping your **WHY** in front of you?

2. What key items did you learn from the other eight pathfinders that could enhance your one-minute **Catch Phrase**?



Homework Assignment:

Book _____ Chapters _____
CD _____ DVD _____

1. Complete the assigned reading. What have you gained from this information and how can you continue to use this in building your business?

2. Listen/view the assigned CD/DVD. Below write what you gained from this assignment and how this information has assisted you in building your business.

Month One/Week Four

Date: _____ Complete _____ Incomplete _____

Refer to the pages listed below in the Ignition Sequence Guide

- ▶ The purpose of the Contact Information Form is (page 32)...

- ▶ The purpose of the Weekly Tracking Form is (page 33)...

- ▶ The purpose of the Monthly Tracking Form is (page 34)...

- ▶ This week I learned from the call...



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

1. Send via e-mail or fax, the monthly tracking form out of the Ignition Sequence Guide (page 34) to your P1 leader.

Number of Signups who purchased product	
Number of Signups who are on Autoship	
Number of Business Partners sponsored	
Number of Business Partners on Autoship	
Total	

2. Complete the assigned book chapters. Below write what connected with you from this reading and how it affected your weekly activity.

3. Listen to the assigned CD. What did you hear that you liked the most and how did it impact your weekly activities?

Month One

Reflecting and Moving Beyond

Taking personal ownership for your business is a process of fully becoming a “5”, not expecting your Upline to build your business or your Downline either—your business starts and stops with you.

Enhance your progress by evaluating where you are today and where you want to be upon completion of P1.

_____ Is capable of going on one-on-one meetings

_____ Gives an in-home preview

_____ Does more than assigned

_____ Can tell people proudly what you do

_____ Calls Upline daily

_____ Makes at least one cold-contact daily

Decide on two or three that you will begin doing in the next month to move your business to the next level.

1. _____

2. _____

3. _____

Overview

Week 1: Accountability Call

- ▶ Sharing the process and troubleshooting.
- ▶ Assign teams of three.



Assignment:

Read Assigned Chapters in Book
Listen to the CD of the Week

Weeks 2 – 4: Accountability Calls

- ▶ Special topics.
- ▶ Teams of three share what they gained from the homework assignment. Each individual will be responsible for one area: (i.e., either the book, CD or how they will implement in their business).
- ▶ Discuss one or two Success Stories from previous week.



Assignment:

Read Assigned Chapters in Book
Listen to the CD of the Week

Month Two/Week One

Date: _____ Complete _____ Incomplete _____

Activity Summary

Number of Signups who purchased product	
Number of Signups who are on Autoship	
Number of Business Partners sponsored	
Number of Business Partners on Autoship	
Total	

- ▶ Sharing the process: What did you learn from this call?

*Teamwork – “Leaving behind me for the greater benefit of we.”
Remember there is no team without personal accountability.*

Purpose of Building Teams

The purpose of building teams of three in this program is to discuss the assignment each week (book, CD, and DVD) during a call with those team members outside the main call. During this discussion the team members will discuss how they are going to implement what they are learning into their business development. Each team member will select one of the three areas below to discuss on the main call and will rotate every week.

- ▶ Individual #1 Book Assignment
- ▶ Individual #2 CD Assignment
- ▶ Individual #3 Summary of how to implement what they learned

Write down the assigned teams of three below:

Teams	Name	Name	Name
Team One			
Team Two			
Team Three			



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

Month Two/Week Two

Date: _____ Complete _____ Incomplete _____

Topic: Building for Silver

Silver is the foundation that your business will grow from. It is the stability that provides you not only the position of a leader but gives you the financial leadership bonus as well. The way that you build for Silver is critical in providing momentum, stability and the deep roots of your business. Autoship is a requirement to attain the rank of Silver, as are the purchase of a business builder's kit and attendance of a Humans Being More training.

There are two ways to attain the rank of Silver:

1. Silver in one month—within a one-month period sponsor three front line seniors (total \$1500 PGV** of which \$500 is PV*) with a total personal group volume of 20,000 and be on autoship.
2. Silver in a four-month period—within a four-month period sponsor four front line seniors (total \$1500 PGV** of which \$500 is PV*) and four downline seniors (in any configuration). Within the same period of time accumulate a total group volume of 25,000. Each consecutive month you must have at least 3,000 personal group volume and be on autoship.

*PV is Personal Volume; the amount of volume from your personal monthly orders including autoship.

**PGV is Personal Group Volume; the total accumulated volume (you + everyone in your business) for one month.

- **Building For Silver:** What are the fundamentals I need to do to build to Silver?

One Month Silver:

Front line senior (1)

Front line senior (2)

Front line senior (3)

Personal Group Volume (Autoship required) at least 100: _____

Total Personal Group Volume (20,000): _____

Four Month Silver:

Front line senior (1)	Date	Front line senior (2)	Date
Front line senior (3)	Date	Front line senior (4)	Date
Downline senior (1)	Date	Downline senior (2)	Date
Downline senior (3)	Date	Downline senior (4)	Date

Month	Date	PV (100)	PGV (at least 3000)	PGV
One				
Two				(month 1 + month 2)
Three				(months 1 + 2 + 3)
Four				(25,000/4 month total)

Topic: Autoship

Autoship is the duplication that is key to a successful business. It provides a consistent revenue stream for your business and your Downline. Autoship= Savings, Profits, Automatic Volume and an Active Organization.

▶ *The Value of Autoship:* Why is this important for residual income and duplication?

▶ What did you learn from this week's call?



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

Month Two/Week Three

Date: _____ Complete _____ Incomplete _____

Topic: ABC Meetings

An ABC Meeting is a meeting of three people (A – You, B – Your Upline, C – Your Prospect). It is a means of utilizing the knowledge and experience of your Upline business partner as you begin to meet with prospects. The purpose of an ABC meeting is two-fold:

1. To give you an opportunity to listen to the presentation until you feel comfortable enough to move into one-on-one meetings. The key to remember is we are in the business of duplication.
 2. To give your prospect a clear understanding of the business and opportunity. It is presented by a knowledgeable source who has the experience to successfully present the information.
- ▶ ABC Meetings: What is this and how is it key to your business?

Topic: One-on-One Meetings

A One-on-One Meeting is a personal interaction between you and your prospect for the purpose of sharing the business opportunity.

1. Setting the appointment—set a time to meet with your prospective business partner. You can do this from “a bump-into,” when you just bump into someone (a great place to use your one-minute *Catch Phrase*), a brief phone call (on and off the phone in less than three minutes), or a scheduled meeting.
2. Share the business—do a complete presentation of the business. Use one of several tools as a guide/format for the plan.
3. Close—use open-ended questions to move toward a desired outcome. Yes and No questions stop the flow of conversation. For example, “What did you see that you really liked?” Always set the follow-up meeting (24 – 48 hours) before leaving. Never leave it up to your prospect to call you back. Set a specific time for a follow up meeting or phone call. For example, “Is Tuesday at 6:00 pm a good time to call?”

Have tools: CDs, DVDs, *Success* magazine, available to give them for more information.

- ▶ *One-on-One Meetings*: What did you learn about the ways one-on-one meetings can impact the growth of your business?

- ▶ What are the different ways you have learned to use the ABC Guide?

- ▶ Team Discussion of Book Chapters and CD. How did you use what you learned from the book in your business/life this week?

- ▶ What did you learn from your team members this week?



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

1. Complete the assigned chapters of the book. What were the key points from this reading? How did it impact your weekly activities?

2. Listen to the assigned CD. What did you hear that made an impact on you? How can you use this CD in your business?

Month Two/Week Four

Date: _____ Complete _____ Incomplete _____

Topic: Telephone as a resource

Big Picture Calls are pre-recorded calls with leaders in this business who have different backgrounds but a similar message. This allows a prospect to listen to a short 20-minute overview of the business and opportunity.

Big Picture Calls: What did you learn about how you may use this as a tool to augment your prospecting?

Three Way Calls are additional tools that enable you to connect your prospect with a more experienced Upline or business builder. They can be used to share a short overview about the business and/or answer questions they may have.

► *Three Way Calls:* What are some ways to incorporate these into the prospecting process?

Personal Contacting Calls are used when you become comfortable contacting your prospects. These calls are used to set up one-on-one opportunities. Plan to be on and off the phone in less than three minutes. Do not get into the business on the phone as this will encourage more and more questions. You want an opportunity to present the entire business plan to your prospect so they can make an educated decision. Bits and pieces of information may trigger a decision from obsolete information the person may have.



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

Month Two Review

- ▶ How did the books, CD and/or DVD assist your knowledge, growth and personal insight in growing the business?

Month Two Reflecting and Moving Beyond

- ▶ Take this time to compare and assess your progress in taking ownership of your business.

- ▶ Suggested activities of a “5”:

	Which of these activities are you doing?	Which of these activities will you begin doing?
Make at least one new contact every day		
Do at least one one-on-one every day		
Make at least one follow-up call each day		
Encourage at least one Downline business partner each day		
Touch base with an active Upline Silver or above each day for accountability		
Never miss an upline event		
Listen to one CD every day		
Read 15 minutes from a positive book every day		

Overview

Week 1: Accountability Call

- ▶ Sharing the process and troubleshooting.



Assignment:

Read Assigned Chapters in Book
Listen to the CD of the Week

Weeks 2 – 4: Accountability Calls

- ▶ Teams of three share what they gained from the homework assignment. Each individual will be responsible for one area: (i.e., either the book, CD or how they will implement in their business).
- ▶ Discuss one or two Success Stories from previous week.



Assignment:

Read Assigned Chapters in Book
Listen to the CD of the Week

Month Three/Week One

Date: _____ Complete _____ Incomplete _____

Activity Summary

Number of Signups who purchased product	
Number of Signups who are on Autoship	
Number of Business Partners sponsored	
Number of Business Partners on Autoship	
Total	

- ▶ Sharing the building process: what did you learn from this call?



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

1. Complete the assigned reading. What are some key ideas that stood out for you? Discuss with your team members.

2. Listen to the assigned CD/DVD in this program. How did this improve your understanding of the business? Discuss with your team members.

Month Three/Week Two

Date: _____ Complete _____ Incomplete _____

Topic: Hotel Preview:

The Preview is an incredible forum of business and product information given by an experienced business builder that offers you and your prospect an additional third party credibility offering. The preview is best used as an opportunity for follow-up from the initial one-on-one and allows the prospect to see a bigger picture of the business. It is also an incredible way to engage new prospects with other business builders they can relate to. This meeting may include business builders from other lines of sponsorships and organizations.

To maximize this opportunity it is important to limit the distractions for the guests in attendance and understand that this is for the newest person present.

1. New people need to have seats nearest the front.
 2. Turn cell phones off.
 3. If your prospect has brought a child, offer to entertain them outside the meeting room.
 4. If seating is limited, Silvers and above should stand in the back of the room.
 5. Always be positive, this creates an atmosphere of attraction.
 6. Following the meeting is a perfect time to schedule appointments with your Upline to discuss situations that relate specifically to your business.
- ▶ *Hotel Preview:* what did you learn about what it affords you in building your business?

Topic: In-home Preview:

Many areas do not have Hotel Previews so the weekly preview is presented in the home of an active business builder. This week's assignment is an opportunity for you to hold your first in-home preview!

- ▶ How do I invite a prospect to an in-home preview?



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

1. Complete the assigned chapters of the book in this program. How can you use this information to boost your business activities or your belief? Discuss with your team members.
2. Listen to the assigned CD in this program. What were your favorite points in this CD? Discuss with your team members.
3. Set-up and present an in-home preview.

For Best Results: Remember people have worked hard to get their prospect to the preview. First impressions are important. There are always distractions so it is important to plan ahead to minimize as many as possible.

Here are some considerations:

- ▶ Age appropriate children at the meeting; if young children are in the home provide supervision in another room.
- ▶ Place pets out of the area of the meeting.
- ▶ No food or refreshments, Pi-Mag water will do!
- ▶ Take the phone off the hook after the last guest has arrived. Ask people to silence their cell phones.
- ▶ Always be on time or ahead of time for the meeting.
- ▶ Have appropriate follow-up tools available.
- ▶ Share the products throughout your Wellness Home.
- ▶ **Open:** Always introduce the presenter as a business associate who has experience and realized success in the business.
- ▶ **Close:** Always close the meeting after the presenter has finished speaking by inviting people to explore the products throughout the Wellness Home.

Remember what you do will be duplicated!

Month Three/Week Four

Date: _____ Complete _____ Incomplete _____

Topic: Building Your Team

One of the most important aspects of your path to Silver is to empower your team by building an infrastructure of support and leadership. Personal Accountability is synonymous with having personal ownership of your business and is essential to your success.

▶ *Building Your Team.* What did you learn from your team members?

▶ What did you learn from the success stories this week?



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

1. Send via e-mail or fax, your monthly tracking form from the Ignition Sequence Guide to your P1 leader.

Number of Signups who purchased product	
Number of Signups who are on Autoship	
Number of Business Partners sponsored	
Number of Business Partners on Autoship	
Total	

2. Complete the assigned chapters of the book. What have you gained from reading this book and how has it impacted your business activities? Discuss with your team members.

3. Listen to the assigned CD in this program. Below write what you gained from this assignment and how this information has assisted you in building your business. Discuss with your team members.

Month Three Review

- ▶ How did the books and CD this month assist your own personal growth? (Belief, motivation, commitment)

- ▶ How did the books and CD this month impact your business building skills?

- ▶ What have you learned this month that has been the most instrumental in building your business?

Month Three Reflecting and Moving Beyond

As you progress into the last month of the Pathfinder One program and Silver, you are creating the foundation for your business. Remember the power of duplication, leadership, accountability and relationship building. Your partners will duplicate what you do, whether they see you do it or not! Assess what it means to be an Upline and commit in the last month to the continued process to fully become consistent, reliable, dependable, available, supportive, knowledgeable and duplicatable.

Use your Upline Silver or above to consider the following for yourself and your business partners:

- ▶ As a Downline what do you depend on?

- ▶ As an Upline what do you provide?

Networking Etiquette:

- ▶ It is important to remember that this is a business. Relationships are a part of the business and a foundation for a strong team. Just as in any other business setting there are topics that are best left outside of the business, i.e., income, religion, politics, etc. Think of your organization from the start as having thousands of people, from all backgrounds, and you will understand why some topics are better left outside the business. The nature of networking is bringing many people from diverse backgrounds together for a common goal of building a successful business.
- ▶ Comparing businesses never benefits anyone. Sharing details about business could hurt someone else's business. Never discuss upline or crossline business details. No two people or people's situations are alike, so no two businesses will be alike.
- ▶ In starting any new venture there is always a learning curve: successes and learning experiences! Share your challenges and frustrations with your Upline; do not steal the dreams of your Downline by passing on your frustrations which may be only momentary in nature for you but could impact the belief and strength of your Downline.
- ▶ Only duplicate those business associates that are in your line of sponsorship. Remember always council Upline first to ensure that what you are doing is duplicatable.
- ▶ Downline business relationships are the only network relationships that require transparency with regard to business structure and attaining goals such as pin levels and income. This is a must in order to assist in reaching business goals. Sincerely invest in your Downline by lending continual support, encouragement, and belief in their ability to accomplish their dreams and goals. Stay apprised of their business structure and decide where your time is best spent to assist them in accomplishing their goals.
- ▶ Upline relationships are to be respected as mentoring relationships. Cultivate these relationships by seeking out those you want to learn from. Always be aware that there are many people an Upline must be available to and treat their time with respect and appreciation.
- ▶ Crossline relationships fall into two categories. Those persons that share a common Upline with you and those that do not share a common Upline. This is an important distinction to note because while we must treat all distributors with respect and support, different lines of sponsorship have different business building strategies and programs.

Overview

Week 1: Accountability Call

- ▶ Sharing the process and troubleshooting.



Assignment:

*Read Assigned Chapters in Book
Listen to the CD of the Week*

Weeks 2 – 3: Accountability Calls

- ▶ Guest Speakers*.
- ▶ Teams of three share what they gained from the homework assignment. Each individual will be responsible for one area: (i.e., either the book, CD or how they will implement in their business).
- ▶ Discuss one or two Success Stories.



Assignment:

*Read Assigned Chapters in Book
Listen to the CD of the Week
Think about what your life will be like when you are a Royal Ambassador and be prepared to share in Week Four.*

Week 4: Accountability Call

- ▶ Putting it all together.
- ▶ Share what your life is like as a Royal Ambassador.
- ▶ Recognition.

* Guest Speakers will be scheduled periodically with special training topics.

Month Four/Week One

Date: _____ Complete _____ Incomplete _____

Activity Summary

Number of Signups who purchased product	
Number of Signups who are on Autoship	
Number of Business Partners sponsored	
Number of Business Partners on Autoship	
Total	

- ▶ Sharing the process. What did you learn that will help your business?



Homework Assignment:

Book _____ Chapters _____

CD _____ DVD _____

1. Complete the assigned chapters of the book. How has your belief and perception begun to change over time with the assigned readings? Discuss with your team members.

2. Listen to the assigned CD. CDs are used to educate and motivate business builders, create interest, follow-up for prospects. How was this CD helpful for you and how can you use this in your business? Discuss with your team members.

Pathfinder One Wrap Up

Pathfinder One has shortened the learning curve and has created a simple system of duplication for you and your business partners. As you have grown in your business, the vision of your business has grown in you.

Review each of the success principles and the value that each has to your business now.

Accountability: Touching base daily with your Upline Silver or above gives you the incentive to stretch outside your comfort zone, to overcome obstacles and strive to reach your goals. Remember you are accountable to your team, your Upline and most importantly yourself.

Continue to ask yourself “What else can I do to rise above my circumstances and achieve the results I so desire?”

Relationship Building: Because this not a traditional business with managers and supervisors, relationships are the foundation of the business. We use them to teach, model, mentor, and ensure duplication. Leaders teach by leading and this is done through relationships.

Incorporate these activities to cultivate relationships in your business:

- ▶ Touch base with Upline a couple of times a week.
- ▶ Check in daily with key Downline business builders with a short phone call.
- ▶ When you attend a large upline event make sure you share what you learned with your team members that could not attend.
- ▶ Recognize those in your Downline when they have made an accomplishment.
- ▶ When Upline works in your business that is time that they could be working with someone else. Value that time whether they drove across the state or across the street. This will model to your Downline the value of your time and will duplicate in your business.

Duplication: As your vision of your business has grown, you can now begin to think 100 deep and consider the new person you may never meet. By necessity this business is about depth, and therefore duplication is of utmost importance. *It's not what you can do, it's what you can duplicate.*

Leadership: This is a business where we are leading a volunteer army. They can as easily get into this business as they can get out. It is your job to lead with integrity. Carry your team through their personal growth and awareness with commitment, unyielding passion, an unshakable backbone and a momentum that is unstoppable.

“Leadership is a function of knowing yourself, having a vision that is well communicated, building trust among colleagues, and taking effective action to realize your own leadership potential.”

– Warren Bennis

Over the past four months you have learned how to apply these four key success principles necessary in growing your business. Most importantly you have created habits that you will take with you throughout your business building journey to achieve your goals and dreams. You have accomplished great momentum during this Pathfinder One program and we encourage you to continue on this fast track to success by moving into the Pathfinder Two program.

*Watch your thoughts; they become words.
Watch your words; they become actions.
Watch your actions; they become habits.
Watch your habits; they become character.
Watch your character; it becomes your destiny.*

– Frank Outlaw

Pathfinder Success Building Actions

Below are some daily activities and suggestions that will keep you motivated every day to do your best.

There are many practices that can be done to enhance success and speed up the learning process. It is vital to embrace personal growth. While it is important to maximize our strengths it is valuable to engage our weaknesses. The moment we explore, embrace and seek awareness we begin to grow in those areas. We can then find someone who has those as strengths and learn from them as well. In becoming a 4 or 5, draw a continuum of your strengths and weaknesses; where I am today and where I want to be.

Below are areas that can enhance your daily growth, your insight and your success in anything you endeavor to do or become!

1. **Visualizing**—Visualizing is one of the most powerful practices for achieving success.

Take time each morning and evening to clearly and succinctly visualize your dreams, your **WHY**. Try to see it vividly, experiencing what it feels like. Use your senses and your emotions. For example, standing on the beach; smell the salt in the air, feel the sand beneath your toes, the breeze on your face and the warmth of the sun. Feel the freedom of having the choice to be where you want, when you want to be there.

Commit to doing this every day for one week. What is the outcome?

Visualizing is also a tool used to improve performance. Research has shown that visualizing an activity or skill contributes as much as physical practice. For example basketball players that visualized shooting free-throws had as much improvement as those that actually engaged in the free-throw activity.

You can also visualize a situation before it happens, similar to playing a commercial in you mind's eye. For example, if you are anxious about doing a one-on-one: play the scenario in your head, see yourself being

calm, confident and knowledgeable and see the person responding positively. Because you have rehearsed this in your mind your brain will automatically seek to create the image you have already created!

Use visualization before each meeting you have this week. What is the outcome?

2. **Mentoring**—Mentoring is a practice used by most successful people. Find someone who is where you want to be and has the similar values, and create a relationship with them.

Name at least three people you could learn from. Contact the person you most want to learn from at this time and see what is possible.

3. **Belief**—To be successful in this business you need to have solid beliefs in three areas:
 - Network Marketing
 - The company and its products
 - Yourself

Assess your belief level in each of the above. What area do you feel needs improving?

Take an active role in building your belief by reading, mentoring, associating, attending events and stretching yourself! What other ways can you build your belief and how can you relate this to your business partners? As a leader you understand that everyone comes in the business with a different level of belief.

4. **Self-confidence**—Self-confidence is built by experience; doing is learning. Overcoming obstacles, realizing small successes, becoming confident creates **Belief**. Unmovable belief creates **Posture**! Identify one obstacle that is preventing you from moving forward. Commit to sharing this with your Upline and be receptive to their suggestions.

5. *Reading*—All million dollar homes have a library—does that tell you something? Commit to reading beyond the assigned P1 books.

Read a positive book everyday, read about leadership, motivation, other people's success stories...READ!

6. *Building Relationships*—With whom would you like to build stronger relationships? Make a conscious effort over the next month to connect with these people. How can you become the kind of person with whom you would want to do business?

7. *Self-talk*—We all talk to ourselves; this is part of our make-up. For the most part we are programmed with negative self talk; the environment which we live in is primarily negative. What we think (expressed as self-talk) creates our feelings and our feelings lead to our behavior (activities). If we want to change our behavior, as we strive to develop success habits, we have to change the way we talk to ourselves. Pay attention to your “self-talk” this week. Being aware of what you say to yourself is the first step.

Find some literature or books on self-talk. Empower yourself to make the positive changes you desire.

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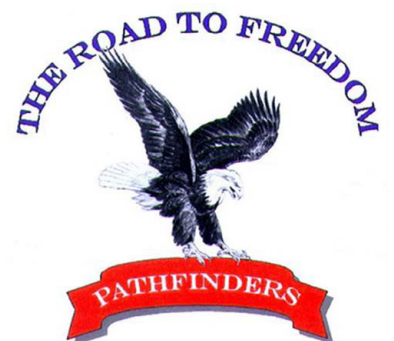
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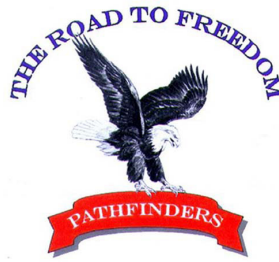
Pathfinder One Workbook

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Name _____

Date _____





Congratulations on your decision to enter the Pathfinder One Program. This program was created to empower you with tools and actions which will enable you to become a success in your own right. This workbook is intended to support your learning process during this four-month program and beyond. As “independent wellness consultants” we realize the advantages and disadvantages of working for yourself as it relates to beginners and/or others who wish to reignite their existing business. By providing you with an easy to follow path, we are enabling you with the tools and personal infrastructure to carry your dreams to reality.

You have heard me say that growth is one of the most difficult tasks one can accomplish. Growth stretches you like a rubber band. At times you wish it would just break because it would be easier to make excuses than to fight your way through.

“The chief cause of failure and unhappiness is trading what we want most for what we want at the moment.”

– Author unknown

This workbook is a compilation of learning, experience, and knowledge we have gained by working with some of the best minds in this industry. What you do with what you learn in this program is the key to your success. I challenge you to the Pathfinder One and Two program (a short eight months). Apply them to your life with full conviction and commitment of your purpose. You will be amazed at your transformation. Our motto is to “Leave No One Behind.” I trust this workbook will provide you with simple means to document your growth, and more importantly, to use as you mentor others in your own Pathfinder One Program.

Your partner,

Terry Latham