

Zinzino Express Start

*The word “zinzino” means
a small piece with great value.*

*To us, you are of infinite value.
That is why we are on a mission to bring
out the very best in all of us.*

Inspire Change in Life

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Congratulations!

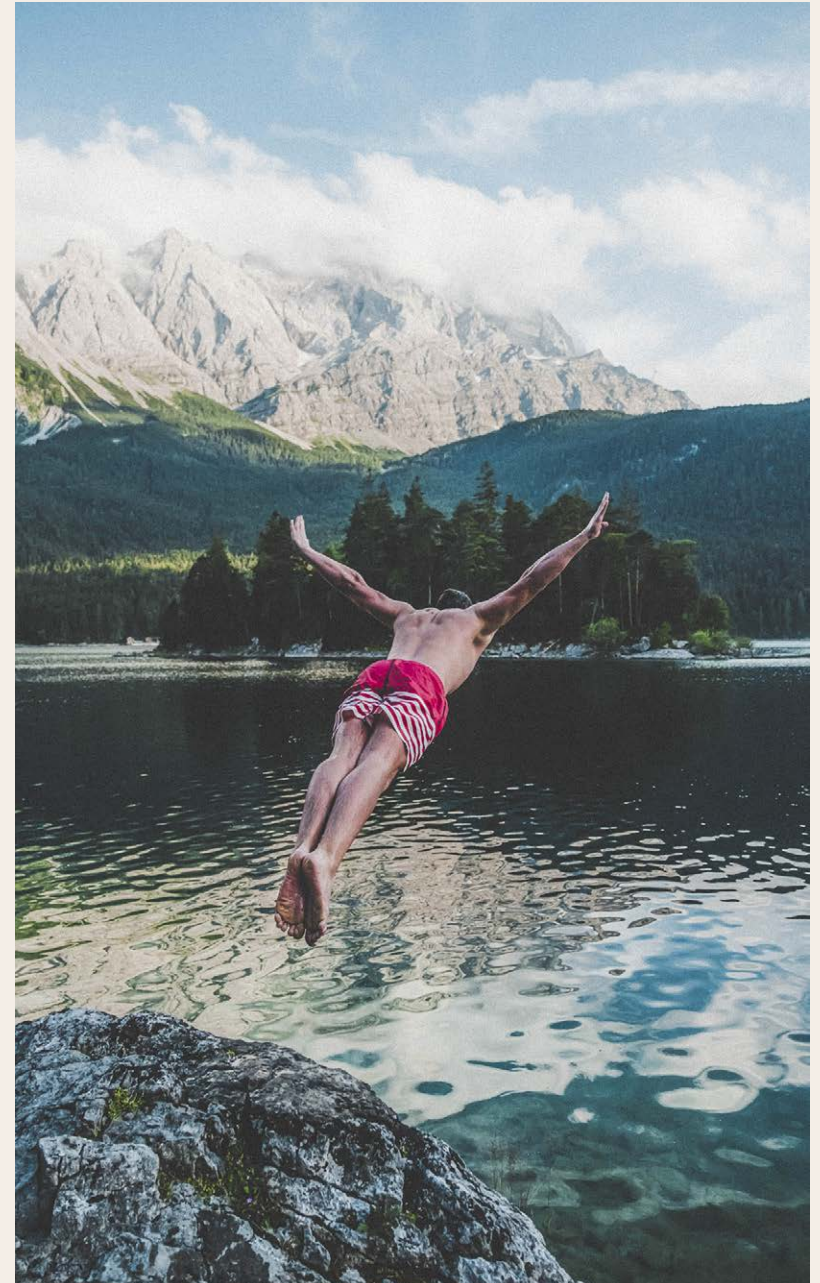
You've made a great decision. We are thrilled to have you as part of the team and together with us on the journey to inspire health and wealth for our Customers, family and friends.

An alternative career

Our alternative is more flexible, gives you more options and focuses on you living life on your terms. The choice is up to you. Many people choose to start Zinzino part-time with 10–15 hours per week. Some people are happy building a second income, while most work with Zinzino to build a career that gives time, flexibility and the financial freedom that is required to give you your dream life.

Building your own business requires effort and time invested. The unique opportunity in our business model is that you can replace capital investment, which normally is required to start your own company, with time investment. By working purposefully, within 3–5 years you can build an organization that gives you the opportunity to live as you desire.

***"What if there was another option
than working 40 hours a week for 40 years?"***





Our brand



These are the core values that define our unique company culture and show the world who we are, what we stand for and believe in. Let them guide you in your everyday work to build trust, loyalty and lasting business success.

This is Zinzino

Our vision:

We Inspire Change in Life!

Our mission:

We inspire health and wealth
for our Customers, family and friends.
By being the most Customer-friendly direct sales
company in the world.
Every day.

Our goals:

Reach 20 million Customers by the end of 2035.
Reach 100 million Customers by the end of 2050.

You are one of a kind.

The way to better health is personal.
Not a guessing game.



Your journey starts with our health tests. That's how we bring you and the world back into balance.

"We are the pioneers of test-based, personalized nutrition from the land of the northern lights, midnight sun, deepest fjords and steepest mountains."



Our Partner Brand Storybook

Share the best Zinzino stories

Calling all natural storytellers! As you know, direct selling is all about sharing stories that get people talking about great products and new business opportunities. That is why we give you the Zinzino Brand Storybook! Build your business by sharing the very best stories about our unique culture, our pioneering core offer and all the groundbreaking products in our portfolio!

Consider this your very own reference guide to why our BalanceOil+ revolutionized an entire industry and how our BalanceTest changed the future of personal health and propelled Zinzino into the new era of direct selling. To help you to stay on the very top of all there is to tell, we've also included quick and easy ways to share our core values, our purpose and promise, and of course, product messages that are both compliant and attention-grabbing!



Our traffic rules

We must follow them. There's no other way

When we're out driving, we rely on the other cars to stop at a red light when it's our turn to go. Just like they depend on us to wait for our turn in the roundabout. If we couldn't take these things for granted, driving would be a very unsafe and dangerous experience. The Zinzino system is built on the very same, basic principle. We all need to do our part to make sure that the journey we're on together is a truly enjoyable and safe ride. Following the overall codes of conduct laid out in the Partner contract you signed when joining is your most important contribution to ensuring our amazing community stays healthy and thriving.

The road is clear when you have directions

Showing respect for one another and appreciating the fact that we all have different ways of conducting our business is not what sets us apart. It brings us together.

Your best practice might be different from other people's

Some will lead with the products, others will lead with the business. Some focus on the BalanceOil, others on the Health Protocol. We're all in the same business and we all have our own way of making it successful. Some of us might get faster results, but it doesn't necessarily mean that their methods are better. They are most likely doing more meetings and they might have gained more experience. They were probably also lucky enough to have partnered up with ambitious people from the start. Your luck will come by following the best practices taught by your upline, and by staying true to the core values we all share as Zinzino Partners.

Spread the good word from the start. Knowing what our common principles are will help your organization grow, as well as your crosslines. Help us to share our core values and agreed codes of conduct with every new person who is brought in, even when it's by someone else than you.

Stay clear of all roadblocks. Never cross recruit

It is not allowed to seek to recruit anybody from your own lines to one of your other lines or from any crosslines to one of your lines. The penalty is termination, not only for the person being recruited, but also the Sponsor and potentially several people in the uplines if they participated in the activity.

Keep this journey safe, fun and true to our vision

Make sure to stay updated on what's in your Partner contract as well as our Marketing Rules and Ethics document in your Back Office.

You carry our core values on your sleeve

Always remember that you are our most valuable ambassador. Embodying the Zinzino purpose and promise. How you present yourself every day defines our company culture. Be your own very best version of what we all stand for, what we all believe in! Talk well about your upline, your team and your crosslines. Congratulate on other people's successes and they will do the same for you. This is how we will truly Inspire Change in Life!



**Get Started
training**

Get Started training

Welcome to the team

Our Get Started training comes in four parts either as a video or a one-hour meeting where we focus on teaching you the basic activities to get your business started.

Remember that making a specific goal plan is essential to your success. So even though we teach you the activities to get your business launched first, always take the time to make a goal plan either by yourself or with your Sponsor during or after the meeting.



1. Onboarding



2. Get Started meeting



3. Open the box



4. The pep talk

Name	Customer	Partner	Date
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Education:

- ☐ Write down your goals
 - Long-term (Include why you do Zinzino)
 - Short-term (Fast Start Bonuses & Zinzino4Free)
- ☐ Make a plan
 - How many hours are you willing to invest every week?
 - Calculate how many meetings it takes to achieve the Fast Start Bonuses
- ☐ Educate on the pipeline
 - Educate on how to invite to a meeting
 - Contact - Invite - Present - Follow up - Coach
- ☐ Schedule; Open the Box Meeting, The pep talk and your first GoCore Coaching
 - One meeting a week
- ☐ Invest in Education
 - Include team training sessions in your calendar
 - Buy your first event ticket

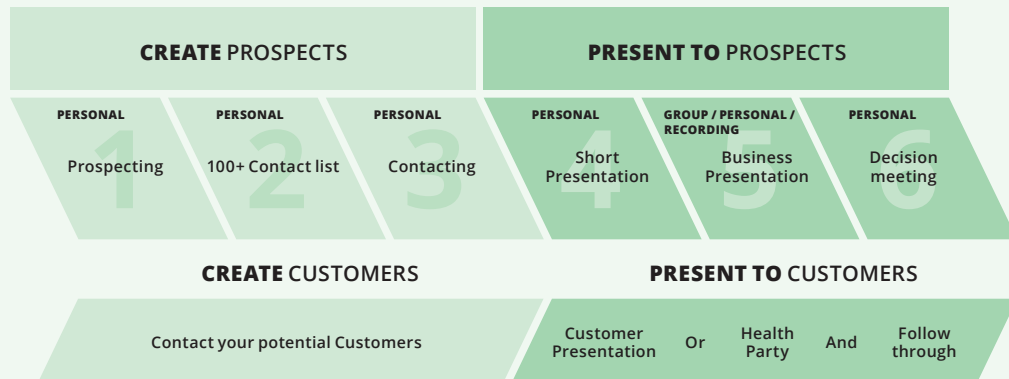
Action Steps:

- ☐ Work on your contact list
 - Make a list of 100 contacts
 - Choose your top 20 contacts
- ☐ Role-play the invitation
- ☐ Schedule your first 10 meetings

Name	Customer	Partner	Date
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

Method of operation

The Partner recruitment pipeline and the Customer selling system



120-day goals

Ask your Sponsor to repeat the benefits of the "120-day goals plan"

- Q-Team
- Enroll 2
- Help your 2 Enroll 2
- Go X-Team

Deadline:

Deadline:



Deadline:

Deadline:

We recommend you make your 120-day goals plan together with your Sponsor

Make sure to prioritize some time to focus on what you want to accomplish though Zinzino by reading the goals section of this booklet and writing down your goal plan on page 38.

Checklist

- Choose your Partner Kit
- Create a Z4F Auto Order
- Take the BalanceTest
- Visit zinzinotest.com and register your BalanceTest ID
- Write your contact list of 100+ people
- Open 50–100 dialogs to build relationships (social media, e.g. Facebook)
- Schedule 10 + 10 meetings
- Install the GoCore App
- Join #Teamzinzinoofficial  
- Join your team's social media group
- Watch the Get Started training videos
- Familiarize yourself with the Zinzino website
- Buy a ticket to the next event
- Back Office Basics:
 - Create your Zinzino web account
 - Event calendar
 - File Library
 - Product information
 - Partner price list
- Watch the Back Office introduction video



The background of the image features a solid light red color. Overlaid on this background are two large, faint, light pink letters: a capital 'O' on the left and a capital 'G' on the right. A white rectangular box is positioned on the left side, partially overlapping the 'O'. Inside this box, the word 'Goals' is written in a bold, black, sans-serif font.

Goals

Goals

Zinzino's career plan has no limits. The key to motivation lies in your dreams and is essential to creating a Zinzino career. Dream power will get you through the tough moments when the results aren't what you want them to be.

If that happens, think "What if I made Crown?" or "What would I do if I were a Zinzino President?" A vivid imagination of the answer will create a deep inner desire to succeed. You will feel hungry for results. Zinzino wants to be the company that can help you fulfill your dreams. Partner with us, become a leader and achieve your dreams. Why not?

When you have put in the effort, you deserve it. Yes, you are worth it! Create your personal dream list. Use common sense, but don't forget the power of dreams. Without the power of dreams we wouldn't have achieved major inventions over time, e.g. electricity, airplanes, cars, internet or AI technology. It's the power of dreams that is behind those inventions, which gives us all the tools we have today. And it is the power of dreams that can take you to the ultimate success experience.

Let us dream and achieve our dreams together!

"I dream my pictures and paint my dream"

Vincent van Gogh



Set goals

Decide what it is you want from your business. Are you interested in free products, some extra cash to cover the down payment of your car, or total financial freedom? Regardless of your goals, we recommend you follow the SMART goal model.

Goals are dreams with a time limit. If you don't write them down, you are planning your failure.

***“Decide what you want, decide what
you are willing to exchange for it.
Establish your priorities and go to work”***

H. L. Hunt

Define your goals

Specific

Measurable

Attractive

Realistic

Time-bound

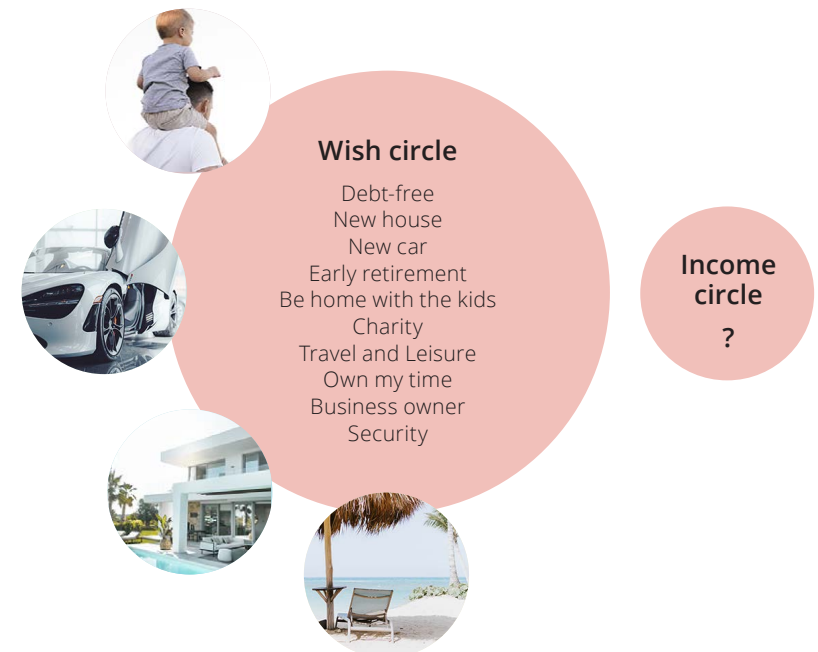
Desire vs income

Most people have a wish circle that represents all their goals, dreams and hope for the future. At the same time, they are confronted with an income, or the reality circle. In many of these cases, there are no resemblances between the two circles. The wish circle is usually enormous, while the income circle is often tiny in comparison.

Zinzino wishes to give you the opportunity to expand your income circle so more of the wishes you have can be a reality. The first step on the way is to lay down some concrete goals on what you want to accomplish, and put down an action plan on how you intend to achieve it.

***“Human imagination is
more important than knowledge”***

Albert Einstein



Goal plan

SMART

Specific, Measurable, Attractive, Realistic, Time-bound

10 things I want to do, be, have or become:

1. _____ Date: _____
2. _____ Date: _____
3. _____ Date: _____
4. _____ Date: _____
5. _____ Date: _____
6. _____ Date: _____
7. _____ Date: _____
8. _____ Date: _____
9. _____ Date: _____
10. _____ Date: _____

**Set goals in 90-day cycles or from event to event.
The more specific the goal is, the easier it will be
to make a plan and reach it.**

Goals

90 days: _____

1 year: _____

3 years: _____

5 years: _____

To achieve this, I will put in _____ hours per week with Zinzino.

Planning for success

	Family / Leisure		Work		Zinzino		
Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7AM							
8AM							
9AM							
10AM							
11AM							
12:00							
1PM							
2PM							
3PM							
4PM							
5PM							
6PM							
7PM							
8PM							
9PM							
10PM							
11PM							
00:00							

“Success is nothing more than a few simple disciplines, practiced every day”

Jim Rohn

A Zinzino Partner following the keys to succeed can achieve financial freedom within 5-7 years. What do you want your 5–7-year plan to look like?

Bring your Partners or Sponsor in on your planning. What were the dreams and wants you once had that got lost along the way? Realize your potential and create a burning desire for your dreams. This will keep you focused and motivate you through the first stages of your career.

“Throwing darts into nothing isn’t as fun as hitting the bullseye”
Remember that you rarely get something for free. You must always invest to get the results you want.




How will I get paid?

The Compensation Plan is explained in detail at zinzino.com

We recommend you study the Compensation Plan so you can present it, answer questions about it, and plan motivational SMART goals with new Partners based on it.

All commissions from Zinzino are based on the sales volume of products gathered in one or more Income Centers (IC). An Income Center is a position in the network organization that you receive when you register as an Independent Partner in Zinzino. To start an Income Center you must, together with your Sponsor, register yourself as a new Partner. During the registration process, you will receive a Partner ID and a password that will allow you access to the entire Zinzino Back Office system.





Follow the
system

Wheel of success



Contacts

Write a list of at least 100 names. Start writing the names from your closest surroundings. These are the people you know, like and trust. Usually this is mutual. These are often people you wish to work with, since you have chosen them as friends. Your first results will, in the beginning, often come from this list.

Further, you can expand the list by bringing in the contacts you know, for example through work, school and organizations.

Acquaintances, through contacts you know, are also good to write on the list. The main point with the contact list is that you can brainstorm which contacts you have. By doing this, you will have a list to work with, and then be able to take the actions needed to get in touch with new Customers and Partners.

When you are done with the list, you can start by prioritizing ten potential Partners, and ten potential Customers.

Build your list

If you get stuck developing your name list, use the list below for inspiration or find contacts in your social media network.



Acupuncturist	Florist	Pilot
Aerobic instructor	Football player	Politician
Air stewardess	Furniture dealer	Postman
Animal keeper	Geologist	Priest / Pastor
Antique dealer	Golf player	Professor
Architect	Gynecologist	Psychologist
Assistant teacher	Hairdresser	Receptionist
Bookstore owner	Horticulturist	Reporter
Bouncer	Hotel manger	Restaurateur
Brick layer	Illusionist	Roofer
Bus driver	Industrial worker	Scientist
Car salesperson	Insurance advisor	Seamstress
Carpenter	Interior decorator	Secretary
Cheese retailer	Journalist	Security guard
Chiropractor	Kindergarten teacher	Shoemaker
Computer engineer	Lab technician	Social worker
Convenience store	Lawyer	Sports trainer
Crane driver	Librarian	Store owner
Dance studio	Masseuse	Student
Daycare-at-home	Mechanic	Surgeon
Dental surgeon	Media consultant	Swimming teacher
Dentist	Missionary	Taxi driver
Designer	Music producer	Teacher
Doctor	Music teacher	Truck driver
Editor	Musician	Veterinarian
Electrician	Negotiator	Waiter
Entrepreneur	Office manager	Welder
Ergo therapist	Optician	Zone therapist
Event planner	Owner	
Farmer	Paper delivery man	
Financial specialist	Personal assistant	
Fireman	Personal trainer	
Floorer	Photo model	

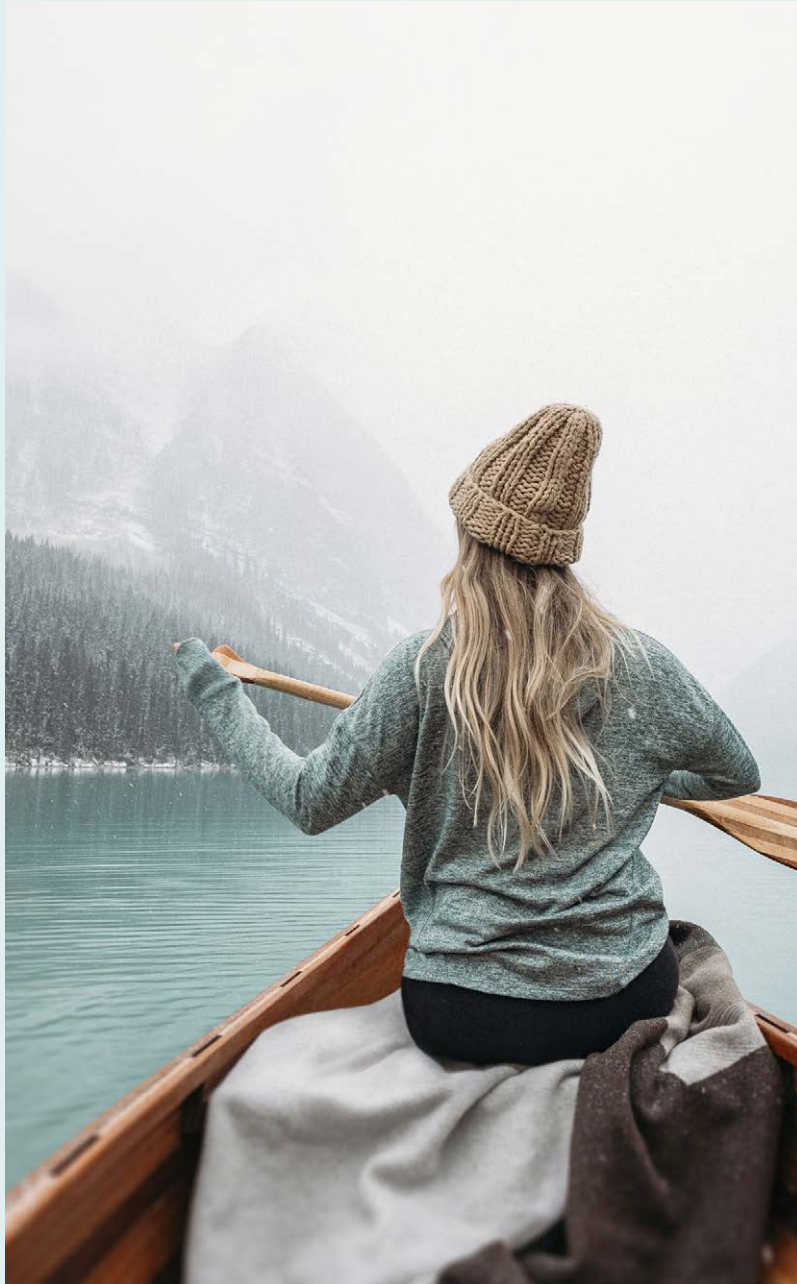
Name	Customer	Partner
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Name	Customer	Partner
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Name	Customer	Partner
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Name	Customer	Partner
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Name	Customer	Partner
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Learn the
products

Learn the products

- Participate in training sessions and workshops
- Watch the videos at zinzino.tv
- Get familiar with the shareable product landing pages at zinzino.com
- Read the product fact sheets under each product in the webshop
- Read relevant books
- Use your support line



Balance Concept




BalanceTest



Health Protocol

Please note! Product availability is market-dependent.





**Focus on
Customers**



Focus on Customers

In addition to developing your team, it is important to build your Customer base. It's through the sales of products you earn your income. Suppose you have 100 Partners in your organization and they acquire at least 5 Customers each. That will mean that you have a Customer base of 500 people, we call that a T-balance. Total Customers / Partner. We are proud to say that we are among the very best in our profession in terms of number of Customers per Partner. This is a very important value to us. Make sure that you are a role model who knows the importance of attracting Customers.

Be the best Customer yourself

It is important that you familiarize yourself with Zinzino's products. Your own experience (why you love the products) is the best sales pitch you have. If you know the product line, you will be more comfortable when you introduce and demonstrate for potential Customers and Partners. The best-selling story is your own.

Naturally, your family often becomes your Customers. The first Customers are normally our loved ones and our closest circle of friends. This is what we call the warm market.

Think through. Who in your close circle talks about exercising? Who likes to take care of their health? Who is in great shape? Who are concerned about diet and food? This is often your best Customer prospect.

Before you start inviting, we recommend that you read through the "5 steps to successful invitations".

Get help from your support team for your first presentations and watch the videos presented in the section "Learn the products" and get familiar with our product landing pages at zinzino.com. To get your first 4 Customers, you will need to present to 10-15 people on average. Start with your best Customer prospects.

Successful invitations

Choose what is the best way to contact your prospect. Anything you know by heart feels natural, you just do it because it's part of you. After decades of experience working in direct sales, we have found the script, to the right and on the following pages, to work best when you start out inviting people to presentations. When you do your first invitations, you often want to tell the reason why you contact them before you agree on a time and place to show them the product or business.

The reason, however, we have decided to agree on time and place first is because most Partners succeed better when focusing on this, before the reason. This way you don't need to answer potential questions, but refer their questions to the agreed-upon time where your Sponsor will be with you to address these questions.

On the following pages we'll go through different ways to make appointments for Customer and Partner meetings. The 5 steps for successful invitations is always the same, regardless of which product you like to present or if you are planning to show the business to a potential Partner. What distinguishes the various invitations is the reason for inviting them. Practice makes perfect, and after you have done it a couple of times, it will feel natural.

Call

Text, Messenger or WhatsApp

Video or Voice message

Send information or do the meeting

5 steps to successful invitations

1

Opening / Small talk:

"Hi, it's 'your name' calling.
How are you?"

2

Agree on time and place:

"How does your week look?
Can we meet on Monday or Wednesday?"

3

Reason you want to meet them:

"The reason I want to meet you is: Health / Business"
(See different examples on the following pages.)

4

**Tell them you will bring your
Sponsor / friend / colleague & answer
potential questions:**

"I'll bring a friend that I work with."

5

Confirm meeting:

"See you on Monday at 8 PM (at the meeting place!)"

Opening dialogs

If you want to contact someone you haven't seen in a while, it could feel unnatural to call directly for the purpose of arranging a meeting. One alternative solution is to "open" several conversations with a number of selected individuals through, for example, text message or Messenger instead. The point is to start a dialog where after a while you find out who of your contacts have the potential to become a Customer, Partner or a friend. One example of such a dialog can be:

Step 1: You

"Came across your profile here on Facebook. How are you?"

Step 2: You

"What are you up to these days? / What are you working on currently?"

Find out what they do or work with and what you can focus on further in the conversation. Everyone is different. Some long for more spare time because they are busy with their job, while others are focused on career, being their own boss, having more time with their family, helping others or developing a team. Maybe they have special hobbies, are active in voluntary organizations or have a strong focus on exercise or health. The point is to get to know them a little better and find out if they are relevant as a friend, Customer or Partner. And what will be natural to focus on further in the conversation to spark their interest.

Step 3: You

"Are you free for a coffee / lunch this week? Can I call you tomorrow?"

or:

"Straight to the point: I'm building a business in the area where you live and I'm on the lookout for some really ambitious people like you. I would like to meet with you over a lunch or coffee without any obligation if you are free this week. Is it ok for me to call you later today?"

or:

"I've just received a health challenge from a good friend of mine and I want to challenge you on the same thing! Is it ok for me to call tonight?"

Step 4:

Call and agree on a time and place to meet. Remember the principle: "Less is more." The point is to decide the time and the place for the meeting over the phone, not tell them everything.

We recommend being personal in every message you send, but don't spend too much time on it so you never get to the point. Ideally, use the examples shown previously, but make sure to personalize each message according to the recipient. And remember: the point is not to agree on a time and place through text message or Messenger, but to open the dialog, "warm up" old, existing relations for you to then be able to contact them over the phone to agree on a time and place to meet.
Good luck!



*"It's not what you know, but who you know
and who they know that matters"*

Invitation to the Balance Presentation

Step 1: Introduction

"Hi, this is 'your name' calling. How are you doing?"

(Small talk)

Step 2: Book time and place

"Can we meet on _____ (day) or _____ (day)?"

Step 3: Tell the reason for why you want to meet them

Option 1:

"I have just been challenged to improve my diet and lifestyle and I would like to challenge you to do the same. I'll tell you more when we meet!"

Option 2:

"I remember that last time we spoke you mentioned that you had set some New Year's resolutions where you wanted to improve your fitness and decrease the amount of sugar in your diet. **How is it going?"**

"The reason why I am asking is because I am working with a product that has helped me recover a lot faster after exercise, as well as lowering my sugar cravings."

"I just wanted to ask; **are you open for some information?"**

You can customize the non-bolded parts of the sentence to make it more personal / your own, while keeping the bolded text unchanged.

Option 3:

"If I remember correctly, you have always been committed to exercise and eating healthy. Therefore, I want to challenge you to do something that might be just the thing for you. I will tell you more when we meet!"

Option 4:

"The reason I would like to see you is that I want to show you a unique health product that comes with a test which proves the function of the product, and gives you the answer on how your diet affects your body."

Option 5:

"I know you are interested in taking care of yourself."

You mostly likely have heard of Omega-3. Maybe you have heard of Omega-6 too. Omega-6 is primarily vegetable fat, while the main source of Omega-3 is often fatty fish. The problem today is that most people eat too much Omega-6 and too little Omega-3.

"I have just started to work with a product that will help you achieve the original balance our cells were designed for. I will tell you more about it when we meet, and I can promise you that you will find it very interesting."

Step 4: Tell them you will bring your Sponsor / colleague / friend

"Since I have just started this, I will bring my co-worker / a friend that I work with, with me. He / she has more knowledge about the products."

Step 5: Confirm the meeting

"See you at your place on Monday 7PM! I'm excited to meet and tell you more."

Potential questions

1 "What is it all about?"

"First of all, I'd like to schedule a time to talk to tell you more.
Since it might be a little difficult to meet face to face, we can talk online. Would that be ok?"

2 "Tell me more"

"We are running a concept within test-based nutrition. Have you ever measured how what you eat affects the nutritional values in your body? I will tell you everything when we meet online. No strings attached. Is it still ok to meet tomorrow at 1PM?"
(Alternatively, if you haven't scheduled the meeting yet:
What is a better time for you, X or Y?)

3 "I know that I am already eating healthy...."

"Great! I would still like to meet you so I can show you how the test works and show you our products. It's without any obligation, of course!"

4 "How does the test work?"

"It is a simple home test that only takes a few minutes.
I will show you when we meet."

5 "How much does it cost?"

"We have different offers. I will go through them when we meet."

6 "What is the product?"

"It is a super-food ingredient that you can get in the form of an oil, or oil that mixes in water or comes in soft gel capsules.
I will bring samples so you can try them."

7 "Have you seen results using these products yourself?"

Also start by saying (tell about your own test results if you want)
"The best thing is that everyone will get the proof they need to see that the product is working, with the test. This is what's unique about it! Your first test results will tell you how your balance is today. And the second test after 120 days will show you the improvement after using the products. In other words, you don't need to make guesses if it works or not. We will prove it to you."

Draft your script

1. Opening / Small talk:

2. Agree on time and place:

3. Reason you want to meet them:

4. Tell them you will bring your Sponsor / friend / colleague & give answers:

5. Confirm the meeting:

Invitation to a Zinzino party

Option 1:

"Are you available on _____ (day)?

Did you know that I have started to market health supplements?

I want to invite some of my friends over to my place for some information and trying out some product samples. It will be an informal setting.

I'll bring a friend / Partner / colleague of mine with more experience with the products. Feel free to bring your wife / husband / Partner / friend too!"

Option 2: (Focus on one product)

I have just started my own business and I'm having a release party at my place on Thursday between 6-7PM. Are you available to come?

Confirm the agreement:

"I'll see you then on _____ (day) at _____ (time)

Please be on time, I'm looking forward to seeing you!"



"Have you heard about the Zinzino BalanceTest?"

"It is a test that tells you how good your diet is. I am inviting a few friends over to show a product that I have now been using for 120 days and gotten great results with. I know you are interested in maintaining good health and I really want to show you how it works."

Invitation to Facebook Live

Option 1:

"Are you available on Monday at 8PM?"

"I know you care about your health and I would love for you to check out a health presentation that is live on Facebook then. A colleague of mine / expert that has (mention their experience) will host the presentation and he / she will also focus on how the test-based nutritional supplements I work with can benefit your health. Is it ok that I add you to the event / group?"

Option 2:

"Are you available on Monday at 8PM?"

"The reason I ask is because I would love to show you some products I have been using myself for a while that I have benefited greatly from. On Monday there will be a presentation about our test-based nutrition concept on Facebook Live."

Option 3:

"Are you available on Monday at 8PM?"


"We are hosting a Facebook Live presentation about our test-based nutrition concept and I would love your opinion about it. Would you mind using 30 minutes to check it out? Is it ok that I add you to the event / group?"

You choose if you want to communicate over phone, text, Messenger or WhatsApp. In certain cases, you want to communicate the invitation through several messages. We would also recommend you agree upon a follow-up time right after the presentation. If you have agreed to talk 30–60 minutes after the presentation, the likelihood of your guest paying more attention and actually logging on will increase.

Remember:

- Get permission to add people to the event / group.
- If it is an event you have initiated, show your guest how to push the button "Going".
- If you are inviting your guest to a group, explain that they have to answer the questions in the group to get access to the video and information.
- Contact your guest early on the same day to remind them about the event.

The process of building towards a Facebook Live event or a Live Zoom presentation is something we call a Pre-Party. This involves setting aside one hour every week to make the invitations yourself, as well as organizing so that your team is working towards a weekly event. Sometimes you may do it 5-6 days in advance where you gather your team at a Zoom meeting and talk about the process of inviting to the party and get everybody to commit to invite a number of people. The better you become at doing the work pre-party, the better the results.

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Successful Customer Presentation

Successful Customer Presentation

How to sell the products

We always go through a 5-step sales process. On the following pages, we will give you an example and walk through how to easily make a Customer Presentation of our Balance concept.

When you are new to this, it is best to focus on one thing at a time. By practicing the Balance Presentation as shown, you develop your presentation skills. We recommend that you read through all the materials and watch the different training videos we have available online. Remember that the best way to learn is through practice, so get going today!



A 5-step process

- 1 Introduction:** Tell your own story. We don't like to be sold to, but we love to buy. So to get a Customer's full attention, you should always focus on what you like and why you made the choice of using the products. Ask yourself what you like the most and why you want to tell others about it.
- 2 Identify Your Customer's Needs:** We wish to find our Customer's interests. To find out if the potential Customer needs our products, we need to get our potential Customer talking about their specific needs.
- 3 Product presentation:** Introduce the product and the company behind the products. Through the benefits and facts we build up confidence and a desire to buy the product.
- 4 Special Offer:** We present a special offer to Customers through campaign offers we have available in different seasons. Present the full price first before you show the discount you can give. Use the answers you have gotten from your Customer in the needs analysis to present the right offer.
- 5 After the Sale:** We always ensure that the Customer knows what he or she has agreed to and is happy. Tell them about your follow-up plans. Happy Customers gives referrals, and thanks to the Zinzino4Free program most Customers are very happy to help you, so they can get their products for free.



Customer Presentation

To learn the specifics about the concept and the different products we offer, check out our product landing pages.

Preparation – bring with you:

- BalanceTest
- Your selection of Zinzino products
- Test results, including your own
- Customer Presentation
- Lookbook
- Price list
- PC / Mac / iPad: to show a video or complete orders online

Before you go to a presentation, ask yourself these following questions: What do you like best about the products and why do you want to tell your Customer about it? Take the products you want to show with you. Have an informal conversation with your Customer; don't put on the "sales hat" right away. Information and education are the key to making the sale.

Step 1: Introduction

In the first part of the presentation, it is important that you focus on the conversation, relationship and friendship instead of products. We wish to create trust and reach approval by presenting the products. We recommend that you prepare by learning more from the product videos presented earlier in the section “Learn the products”.

Tell your story. Nobody wants to be sold to, but most love to buy. To grab the Customer’s attention, you should always focus on what you like and why you decided to use the products.

Step 2: Identify your Customer’s needs

Ask questions. That’s the key to creating a successful presentation. Your story is naturally important to create trust, but the focus should be on identifying what their needs are, so you can find the best products for them.

Questions you could ask

- “Is your health important to you?”
- “What do you do to stay healthy?”
- “Do you exercise?”
- “Are you interested in health-related questions?”
- “Do you take any nutritional supplements?”
- “What do you think is the reason for today’s health problems?”
- “Could you imagine testing your own Omega balance?”
(Omega-6 to Omega-3)
- “Would you be interested in a product if you could prove the effects with a test?”

Step 3: Presentation

We have made a short template for how to present the product in the Customer Presentation found in the File Library of your Back Office, but the main focus is to communicate your own experience. This is more valuable than all other stories. Note: never promise something to the Customer that isn’t an approved claim from Zinzino. It is the long-term effects of using Zinzino Balance products that is the big advantage. Also, let your Customer taste the products and show alternative ways to consume them.

Step 4: Special offer

Often the prospect will ask about the price during the presentation. A tip is to wait until you have presented the relevant products and explained the whole offer. This way, the focus will be on the products.

Remember to present retail product prices before you show them the discounts. By doing this, you will provide the Customer with the information on how much they can save. It’s also easier for the Customer to understand the full value.

Find out which product your Customer is the most interested in. Present the retail price on test 1 and 2. Then show them how much discount they get by becoming a Premier Customer. After that, be quiet and wait so the Customer can make up his or her mind.

Remember to mention the money-back guarantee for those who receive a result which shows they have a balance ratio of 3:1 or better. Hand out the Lookbook brochure or share our offer landing page.

Good questions

- “Would you consider taking the test?”
- “What do you want to achieve with the products?”
- “Do you want to order?”

Questions

“I can’t afford it” or “It is too expensive”

Answer

“If I could show you a way to get the monthly subscription for free, would that be of interest for you?”

Inform them about our Zinzino4Free program

If your Customers have more concrete questions regarding product functions or ingredients, you will find most answers in our FAQ online.

If your potential Customer isn’t ready to make a decision right away, make an appointment with them to follow up. The real question is if they can afford to miss the advantages of the product. Recommend therefore that the Customer at least buy a test to find out what to change in his or her diet.

Step 5: After the sale

When you have registered your Customer, inform them about the following:

- Ensure that your Customer knows what they have agreed to and is happy.
- Agree on a time to meet to take the test.
- Tell them about our Zinzino4Free program.
- Let them know that you will explain their test scores as soon as the analysis is ready.
- Give them your contact information and send them a thank-you email or text message after the presentation. Happy Customers who get a thorough follow-up will give the best referrals!

Information for your new Customer

- Inform them about shipping fees and deliveries.
- Does your Customer want extra products?
- Follow up after a week and make sure they start taking the products and help them understand the results of their test when it’s analyzed at zinzinotest.com
- Tell them about our referral program.
- Read more at zinzino.com

Notes

Advantages over facts – facts tell, stories sell

Choose 3–4 personal advantages with the products that you can relate to and use them in your sales process:

- They taste good
- I can still enjoy all the other things I like
- I have more energy
- Taking the test feels reassuring
- The before and after test results tell me that this works
- Zinzino4Free: I get the product for free through the referral program
- Or choose some of your own...





Right questions are the key to the answer you want.

The Zinzino party

When you host or help your team host a Zinzino party, always be prepared and ready at least 30 minutes before the guests arrive. Make sure you have a range of different products with you.

Step 1: Introduction

Host: Welcome everyone and introduce the person who will present the product. Tell your story (short). How you were introduced to the product, what you like about it and how long you have been a Customer or marketed the products.

Step 2: Identify your Customer's needs

Create a dialog and a good atmosphere when asking questions.

Step 3: Presentation

We recommend that you use the Customer Presentation slides in the File Library of your Back Office or the Zinzino Lookbook. Some like to start by showing the Balance infographic video, and then go briefly through the presentation before they show their own BalanceTest results. Others go straight for the Customer Presentation, without showing the video. After the presentation it is a good idea to let the Customer taste the different BalanceOil+ flavors so they can find what suits them.

Step 4: Special offer

Pick 2–3 good options and present these. Focus on presenting the full price before the discount.

Step 5: After the sale

See page 92.

And most important: **Have fun!**

Facebook Live event

During the event

Ask your prospects to refresh the page when the event starts.

Like, love, comment and participate during the event. This increases the value of the event for your guest. An example of this is that you share your personal testimonial and test score when the host is asking for it.

After the event.

Call your guest and thank them for watching

"Can I answer any questions?"

"Tell your story. Why are you excited about the products?"

Ask the most important questions: "Would you like to take a test?"

"Which BalanceOil flavor is your preferred flavor?" Finish the sign-up or book a follow-up meeting (face-to-face, phone, online).

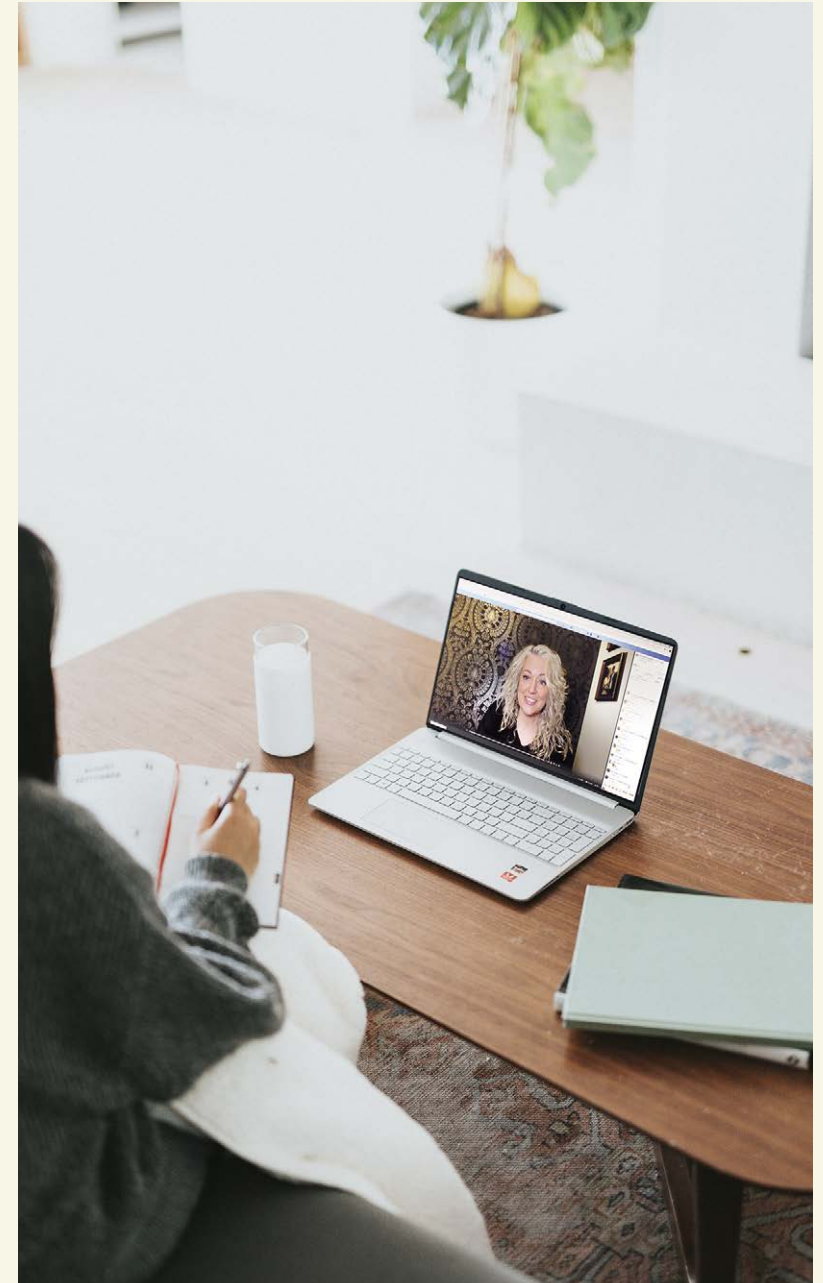
If you don't get hold of them

Thank them for participating in a text message and ask when would be a good time to talk.

If they didn't manage to watch at the scheduled time, ask them when they have time to watch during the next 48 hours and schedule a follow-up call right after.

If your guest answers no

Ask for permission to send them the video of the product that would explain a little more. Follow up over time. A no is just a no for now. Remember the magic is in the follow-up.





Customer referrals

A normal approach to expand our Customer base with Zinzino is to get referrals from happy Customers. If your Customer can't invite people to a party for one reason or another, an idea might be to ask for referrals that you can contact on their behalf. We always ask our Customers to text or call their friends 1–2 days prior to us calling them. One example of such a conversation might go as follows:

Step 1: Introduction

"Hi, this is 'your name' calling. I'm a friend of 'your Customer's name'. Did he / she mention I would call? Do you have the time for a brief chat?"

Step 2: Reason / Identify needs

"The reason I am calling you is because _____ 'your Customer's name' mentioned that you expressed interest in taking our test to determine whether your diet is balanced. We have some good offers for new Customers. Are you interested in hearing more about the product?" Agree on a time and place to meet, optionally send the video that explains more, and go to step 3.


Step 3: Present the offer

Remember to present what you think suits the Customer from what you have discovered during the needs analysis. Always present the retail price first, before you present the discounted price.

Step 4: Closing

Often the result will be one of these 3 options:

- 1 Register your Customer online
- 2 Agree on a time to meet online or in person
- 3 Agree on a follow-up time in a few days. This is when you follow up with the Customer about the offer you have given them in the previous conversation

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**Explain the
test results**

Step out of the dark.
Join the new standard for
personal health.

Take your first test as a baseline measure before starting your personalized supplement routine. Take your next test to track your progress and get concrete proof, in writing, that the products make a difference.

Backed by our Scientific Advisory Board,



Dr. Paul Clayton



Dr. Angela M. Rizzo



Ola Eide



Dr. Anantharaj Abraham

our in-house research and development specialists



Dr. Emmalee Gisslevik



Dr. Colin Robertson

A selected group of esteemed medical doctors, scientists, researchers and leading health experts from across the globe.



**...and the world leader
in blood spot testing**

*Vitas is an independently
managed, GMP-certified
chemical analysis contract
lab based in Oslo, Norway.*

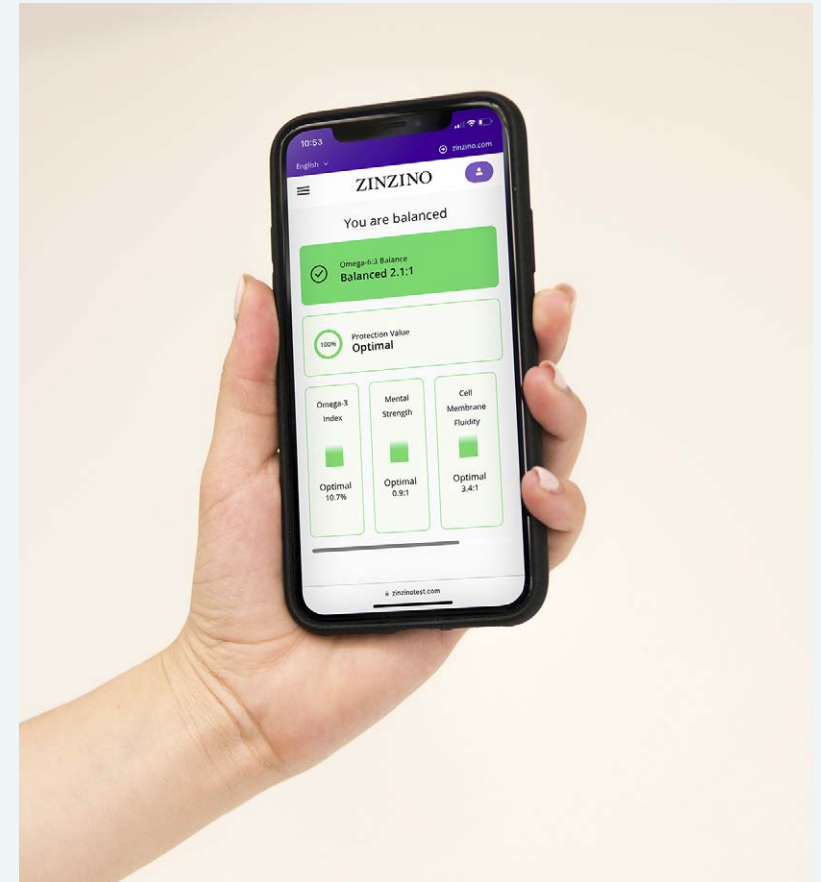
Explain the test results

We are Zinzino wellness consultants, not health advisors. The general rule is that a Customer can read their own results and form their own opinions. We do receive questions on what the different test scores mean. Let us first point out that the idea of the scores is NOT for us to diagnose our Customers. The scores are there so our Customers can become aware if they have an unbalanced, semi-balanced or balanced Omega-6 to Omega-3 diet. By getting an insight into this, they have the chance to change their diet if necessary. Our job is to give them confidence and reassurance that they will achieve balance in 120 days as long as they follow our 3-step advised program:

- 1 Eat food that is rich in Omega-3 and low in carbohydrates. That means a diet rich in fatty fish, fruits, salads, vegetables, nuts and organic foods in general. Try to reduce consumption of too much Omega-6 from plant oils and plant oils used in processed or ready-made foods.
- 2 Boost your diet with Omega-3 balancing fatty acids and nutrients with our Balance products.
- 3 Start an exercise program. Exercise is a crucial factor for good health.

zinzinotest.com

The test results are found on this website. Remember to fill in the form so you can receive an email when the test is ready. When you log in with your test code, you will find more information about your balance. We also have a dietary advice report you can download that is specific to you based on your test scores. We recommend you take your second test after 120 days and make a comparison between your first and second test. This makes it easy to see the difference that the Zinzino Balance products have helped you achieve.



The test gives you an indication of what you need to change to achieve an improved balance...

Your protection (fatty acid profile value)

This factor relates to the profile of the 5 most bioactive fatty acids in your blood. The scale goes from 0–100 and the goal is to help your Customer achieve 100 on their second test after 120 days. This does not tell anything about the health status of the person, only the fatty acid protection level.

Omega-6 (AA) to Omega-3 (EPA) balance

The Omega-6 (AA) to Omega-3 (EPA) balance is a measurement showing the ratio of the Omega-6 and the Omega-3 fatty acids. The ratio between the two makes your profile unbalanced (above 9:1), semi-balanced (between 9:1 to 3:1) or balanced (3:1 or below). If your Customer has 3:1 or higher values, the goal will be to change the diet to achieve 3:1 or lower.

Omega-3 level (EPA+DHA)

The percentage shows how much of your EPA+DHA Omega-3 is out of your total fatty acid profile. Omega-3's have many benefits because they are the primary building blocks in your cells. EPA is dominant in blood, muscles and tissue, while DHA is dominant in brain, sperm and eyes. In the test report, the ideal range is 8% or more. The European Food Safety Authority (EFSA) has approved the claims that EPA and DHA contribute to the maintenance of normal heart function. DHA also contributes to the maintenance of normal vision and maintenance of normal brain function.

Cell Membrane Fluidity Index

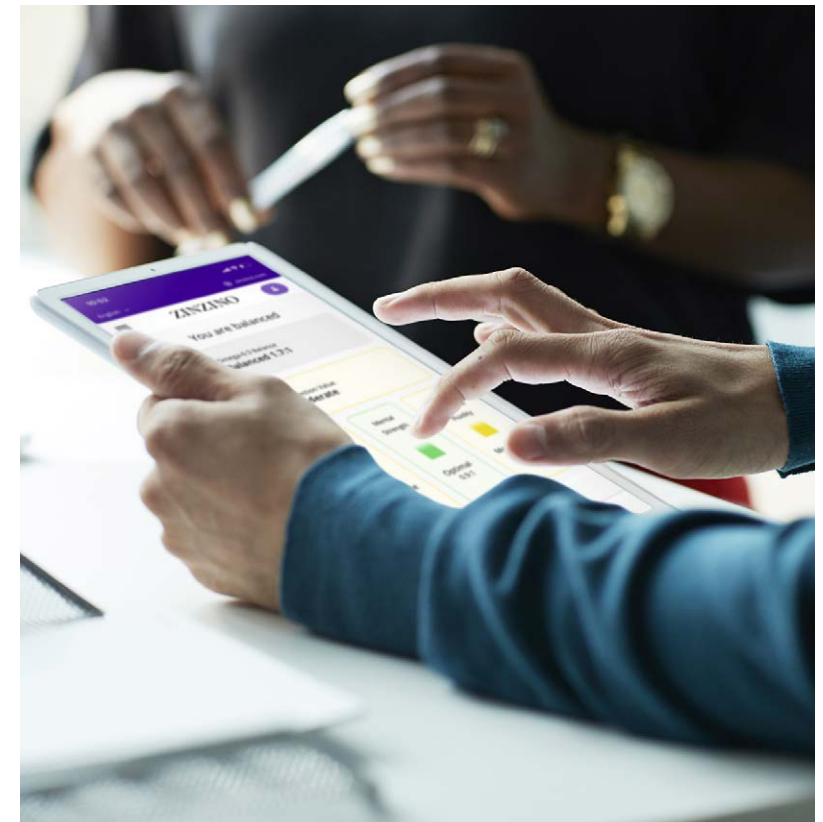
This is the ratio between saturated fats and Omega-3 (EPA+DHA). The fluidity of saturated fats is less than the fluidity of Omega-3 fats. A better balance (4:1 saturated fats to Omega-3 fats) will increase the fluidity of the cell membrane.

Mental strength – Dietary Index

This is the balance between Omega-6 (AA) and Omega-3 (EPA+DHA). A sufficient supply of the marine Omega-3 fatty acid DHA in the diet contributes to the maintenance of normal brain function. The brain is the nervous system control center. It monitors and controls the body's response to information from vision, hearing, smell and taste.

Arachidonic Acid (AA) Index

The AA Index shows the measured value of the Omega-6 fatty acid Arachidonic acid (AA) as a percentage out of the total fatty acids measured. Good average values are in the range of 6.5 to 9.5% with an optimum target value of 8.3%.



The background features large, light blue, stylized letters 'O' and 'C' that are partially cut off on the right side. The 'O' is on the left and the 'C' is on the right, both rendered in a thick, rounded font style.

**Present
to Partner
prospects**



Present to Partner prospects

If you had the opportunity to choose the people you could work with, who would it be? Good criteria for prioritizing 10 Partners.

Prioritize people...

- you would like to work with.
- you know, like, trust and can relate to.
- that are good at sales or marketing.
- who have a pedagogical background e.g. teachers, coaches.
- that are ambitious and are already doing pretty well.
- that have experience in direct sales or social marketing.
- entrepreneurs who either already own their own business or would consider starting a business.

Present the idea to the potential Partner by doing a Short Presentation in a face-to-face meeting, through Zoom or by sending them to your Zinzino replicated landing page with videos. Your job is to invite to the meeting, introduce your Sponsor or Upline that's doing the presentation with you and tell your prospect why you have chosen to work with Zinzino and why you want to work with them.

During the presentation you will be listening and learning while your Sponsor / Upline is "doing the work". It is of course important that you "are present", smiling, take notes and show that you are committed to the business. This is just a short introduction and shouldn't take a long time. Remember that too much information will just complicate it for those who want to start. Let your Sponsor / Upline do the presentation for you until you know how to do it.



Mega Trend



Zinzino Vision



Business Presentation

Invitation to a Short Presentation

Use your own words, but use the format below as a template. The most important thing when you invite someone to a Short Presentation is to begin by setting the time and place. Remember that the goal is to book an appointment not present the idea itself. Be short and to the point, be enthusiastic, and keep people curious to make them want to meet you to learn more.

Step 1: Introduction

"Hi, this is 'your name' calling, how are you doing?" (Small talk)

Step 2: Agree on time and place

- Find out when this person can meet you
- Set a time and place for a meeting

Step 3: Reason

Tell the person why you want to meet. For example:

- You want to show them a product / business idea related to health
- You have distribution rights for an exciting product
- You have begun marketing in the health industry
- You have an idea you want to show them
- You want their opinion about a business concept you have started to work with
- You are inviting them to a Facebook Live event / group where they will get more information about your business

Step 4: Answer potential questions

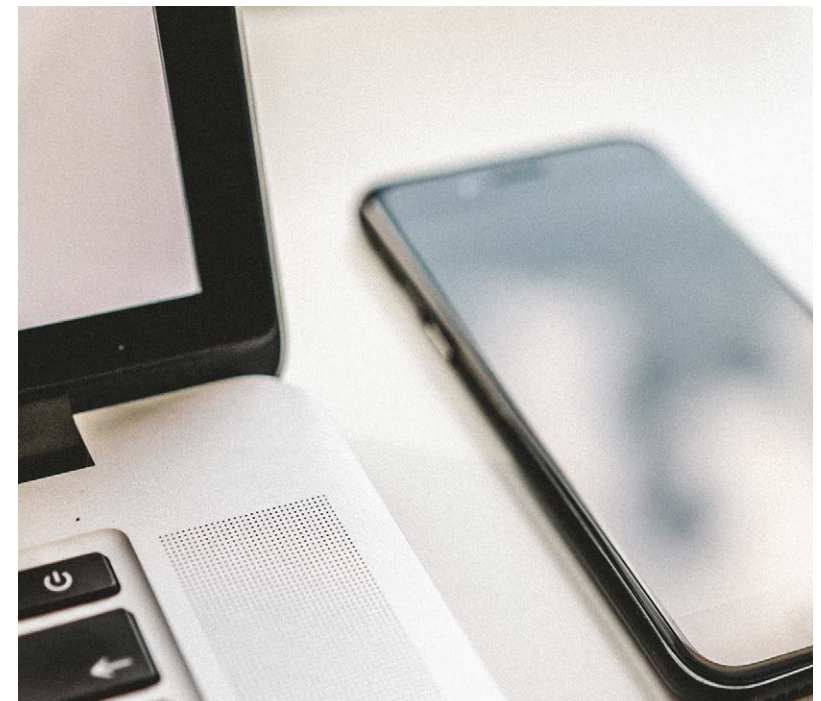
- I just want to present the idea
- It will only take 30 minutes
- It's hard to give you all the details over the phone, that's why I want to meet you in person

Step 5: Confirm the meeting

- Ask your contact to write down the time of the meeting
- Tell them you will bring a friend / colleague to the meeting

More hints

- Book the meeting close to where the person is located
- Tell them: "I will answer all your questions when we meet"
- If the meeting is booked far in advance, remind them the day before with a text message
- For people you haven't been in contact with lately, we recommend opening dialogs through Messenger or texts. Look at the section regarding this under "Opening dialogs" as described earlier in this booklet on page 70.



Other invitation examples

Alternative 1:

- **I remember last time we spoke** you mentioned you were not too happy with your job and were looking for a plan B.
How is it going?
- **The reason why I am asking** is because I am part of developing a business within test-based nutrition / within health and nutrition / I am expanding my business to the area where you live... and I just wanted to ask; **are you open for some information?**

Alternative 2:

- **The reason I am calling is because** I am building a business within health and wellness **and I thought about you because...**
- I know you love sales / I know you are or have been working within health / I know you are influential / I know you have a big network / I know you have always been very ambitious and goal-oriented / I know your background is within coaching / I know you have great people skills...
- My question is simple; **are you open for new opportunities?**

You can customize the non-bolded parts of the sentence to make it more personal / your own, while keeping the bolded text unchanged.





Draft your script, how to invite to a Short Presentation

1. Opening / Small talk:

2. Agree on time and place:

3. Reason you want to meet them:

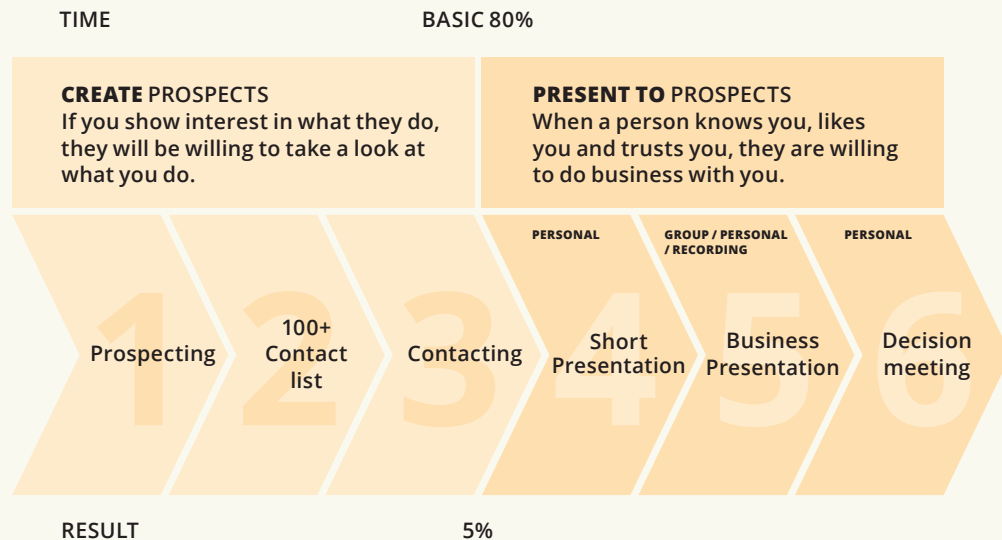
4. Tell them you will bring your Sponsor / friend / colleague & give answers:

5. Confirm the meeting:

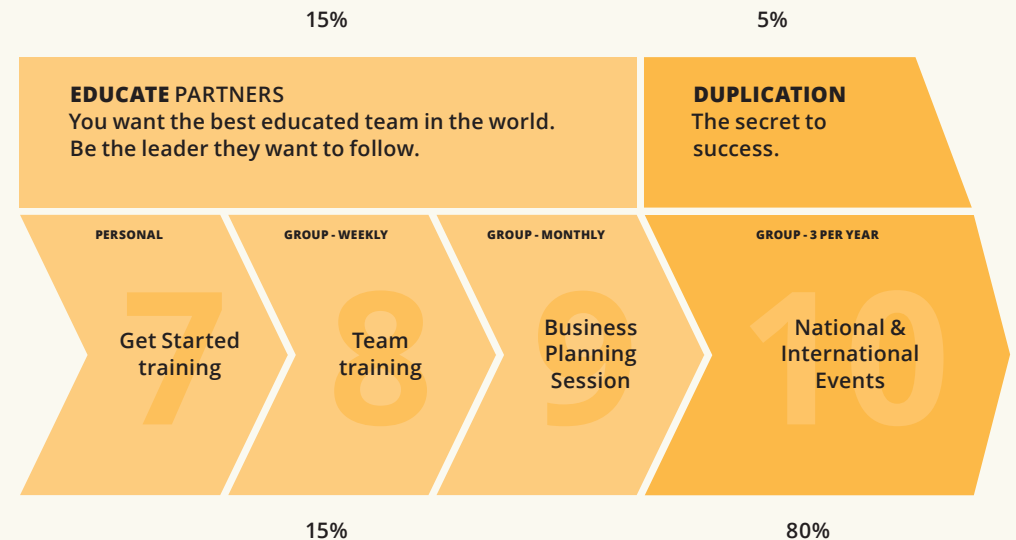
The Pipeline

10

We call our system the pipeline because a pipeline is symbolic for moving along something regardless of your efforts. Everything has to be learned, and just as it takes time to be skilled in other areas, we recommend that you study and learn each step.



SP stands for Short Presentation of the business opportunity we offer. While the meeting happens, you will be taught by your Sponsor or Upline. On the next page, you can read what's important to focus on during a Short Presentation (SP).



- SP = Short Presentation
- CP = Customer Presentation
- ZP = Zinzino party
- BP = Business pPresentation
- BPS= Business Planning Session

5 steps to successful presentations

1. Build relationships

The entire direct sales profession is built on relationships. This is why we focus so much on personal development, leadership training and developing your “social antenna”. If you can’t be someone people relate to, it will be challenging to make friends with new people and you will have a hard time developing a business with people.

Your first task during a presentation is to “befriend” the prospective Partner. This isn’t a trick or technique, but should be done honestly and in a personal manner. It begins with listening, one of life’s most valuable but also rare skills. Ask questions and get to know the person to whom you are introducing the business opportunity.

- What does he / she do for work?
- Does he / she have kids?
- What does he / she like to do in their free time?
- Do you share any common interest?

Show that you pay attention to the person that sits right in front of you. Listen, learn and get to know them. The first task is to get to know them and build a relationship with them. For a friendship to build, you must also let the person get to know you and relate to you.

Whether you like it or not, first impressions form a decisive part of how you are perceived and will affect your results. How would you like to be treated when you go to a café? How do you want a person to be dressed and behave when you go somewhere? And how do you want it to look like in the workplace or behind the counter? Make a good first impression. Dress for business, which means business casual and have good hygiene (shower, clean nails and teeth, smell good, clean clothes), and put a big SMILE on your face.

2. Find a need

Other tasks in the presentation are to find out what the person wants. Which goals does he or she have and what are their dreams? Most people have a long wish list that normally extends over to fantasy, and often there are bigger dreams than they are willing to work for. What we need to do is to figure out exactly what they want. What are they really passionate about?

A dream is often something people yearn to achieve in their lifetime. What desires by having money, time and more personal freedom can be fulfilled through building a business with you in Zinzino? What would they do if they won the jackpot in the lottery? What is their biggest and true motivation?

This may sound more complicated than it really is. Most people are dreamers. Most people yearn for more time with their family, less debt, higher financial security, more friends and a bigger social network, in other words, just what your business could offer! This is why it is important in the beginning to build relationships, ask questions and listen. While getting to know the prospect, you will also find out what motivates them. If the prospect doesn’t feel like he or she knows you, likes or trusts you, he or she most likely won’t open up and tell you what he or she dreams of accomplishing.

Remember that it is hard to discover someone’s dreams if you don’t have your own. Make sure to keep your own dreams alive, which will help others discover their dreams. The second task during the presentation is to help identify what they can accomplish by working with Zinzino. This is a very important question they should answer.

3. Communicate a positive feeling

In 90 Days to Win, written by Ørjan Sæle, he refers to a study showing that only 7% of the results in sales come from your words, 38% from your tone of voice and 55% from your body language. This is the reason why a positive attitude and how we act is crucial to achieve results. When you communicate there are great opportunities and a strong belief in the future, people want to be part of this!

Enthusiasm is incredibly important to get a good result! If it is tedious, the project won't start. Communicating enthusiastically applies to both parts of the system; when you invite people to a Partner or Customer meeting, and during the process along the way. Remember that the enthusiasm you show has to be reflected in the message you are communicating.

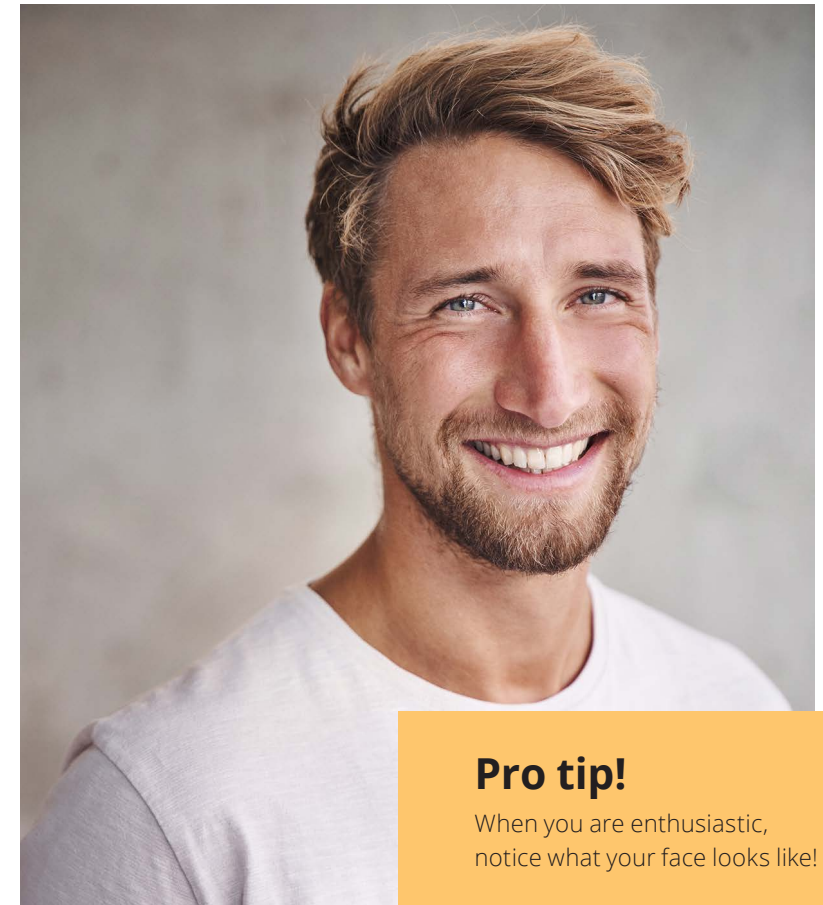
Some personality types have no problem with this. They are the type that meet anything with a smile and spread joy wherever they are. Meanwhile, others think that they are enthusiastic but anyone within a mile is about to fall asleep. So it is important to know which category you belong to. If you show too much enthusiasm, you might benefit from toning it down a bit to allow others to relate to you, while those who show only a little enthusiasm should increase it somewhat. Remember that posture and emotion affect others. When you are about to communicate a feeling, make sure it is a positive feeling!

4. Book a 2Look

One of the most important parts of the presentation is to book the next meeting. We know in Zinzino that 2 / 3 of all people who start as Partners make that decision during a 2Look or Business Presentation (BP). We often experience that the Partner has done great work in inviting people to the presentation. They have hosted an informative and enthusiastic presentation but for some reason they close the meeting without booking a new time to follow up with the prospect. Don't make this mistake! Never finish a presentation by saying "I'll call you". To be frank, you might as well take their name off the list right away. Most likely you will call them once or twice. Regardless of the result, you have now put yourself in a situation where you feel that you are chasing them to get a new meeting.

To save time, increase productivity and keep your pride intact, book the next meeting before you leave the presentation! Consider booking the follow-up meeting already at the beginning of the presentation!

***"The enthusiasm you show
will be the foundation of your results"***



Pro tip!

When you are enthusiastic, notice what your face looks like!

5. Involve them in the system

The system has all the materials and all the meeting formats that we use in the process to develop leadership in Zinzino. If prospects want more information about the products, refer them to the Customer web page under the section Explore. If they want more information on the business, refer them to the Partner web page. If they need additional information about direct sales, a good recommendation is to lend them the book by Robert Kiyosaki: The Business of the 21th Century.

If they signed up as a Partner during the presentation, give them this booklet and ask them to read through it before the next follow-up meeting and encourage them to start brainstorming their contact list.

Always participate in the local or online Business Presentations (BP) and the events arranged nearby. We strongly recommend that all new Partners make a habit of listening to the GoCore App they get access to when they have a Z4F Kit in their Auto Order. This way everyone receives specific training on how to build the business. First and foremost because motivation is like taking a shower. Even if you have done it once, it is a good idea to do it again. Also, it can be hard for you to be everywhere at the same time while your business is growing. If you refer all your Partners to the system, you will give them the opportunity to succeed and get the right kind of training along the way.

Another advantage of referring everyone to the BPs and events is that it increases the relational network of your new Partner. It will provide motivation by meeting with like-minded people who are aiming for the same kind of goals and dreams.





Pro tip!

- Your story
- Who are you?
- Do you have a day job?
- How did you get involved?
- What is the reason you chose Zinzino?

Short Presentation

How quickly is a first impression made? It takes less than 30 seconds! This impression about the person will stay with us until we know him or her better. Hence the saying: "A fake smile is better than genuine grumpiness." Making a good first impression is vital to a good SP. Smile, be polite when greeting the prospect, remember your posture and wear nice clothing. The best is, of course, a natural and genuine smile.

While new in the business, get help from someone who knows the system and materials better than you presently do. It's like taking the driver's test. At first, you are the passenger, then you have practice runs with a tutor by your side. After that you drive by yourself, then you have passengers, and at the end you will be the tutor that helps others learn how to drive. Our first recommendation is therefore you always have someone from your Sponsoring line, or your Upline with you at Partner and Customer Presentations.

1 Preparations

Confirm the meeting. Be on time. Use the Zinzino presentations and materials we recommend in this booklet.

To the person that is presenting: Tell your Partner how you want him or her to act during the meeting. Give examples on how introductions should be made. Get the necessary background information about the person you are about to meet.

To the Partner that has invited to the meeting: When you have a meeting together with your Upline, ask them for constructive feedback after each meeting. If you learn what to improve from meeting to meeting, you will get results faster.

2 Getting to know the person

Read more about it under section: Hints during SP.

Create a good atmosphere. Give credit and compliments during the introduction and tell them why you invited them specifically.

3 Your story

What is your story? What motivated you in the idea you are now about to show others?

Motivational factors

- Extra income
- Helping others
- Financial freedom
- Early retirement
- The products
- Personal development
- A new career
- The social aspect
- Starting your own business

In the presentation, it is normally easiest to talk about the things that motivate you the most. However, what determines the outcome is whether you can find the needs and motivation of the people you are presenting the business to.

The opening: There's a risk that you will open the presentation in different ways each time. Try to avoid this.

It is better and more duplicable to start the same way. A good opening phrase creates a comfortable atmosphere and arouses interest. Our business is built on helping others. Through that, we succeed.

The presentation: The process of learning the presentation starts the minute you schedule your first meeting. In the beginning, your Sponsor or Upline will help you, eventually you will know the process yourself and can duplicate it and be the one that helps your team. The important thing is to get started, not wait until you know it all. Practice makes perfect.

Closing: Would you like free products or would you also consider building a business together with us where you get paid?

One approach to developing your story could involve the following (fill in your script)

- As you know / might not know... I am a....
- And I love / dislike it because....
- The problem is...
- So the reason I started this business in my spare time from home is so that.... in X months / years I can do....
- The reason I want to share this with you is... (why you have selected your prospect to take a look at the business).





Write your personal story

1. Your story:

2. Who are you?

3. Do you have a day job?

4. How did you get involved?

5. What is the reason you chose Zinzino?

Good questions for closing the presentations could be:

- What did you find the most interesting about Zinzino, the products or the business model?
- Would you like to get tested and try the products?
- If you were to start part-time / full-time, how much money would you need to earn per month to make this business worth your time?
- If I could show you a plan and a system of how to develop a "1,000 euro" monthly income working part-time / full-time, would there be anything else you would need to know before you get started?
- I think we could do well, would like to do the business together with us?
- Is it within your budget to get started with the Ultimate Partner Kit today?

Remember to ask the most important question:

- Could you imagine starting to work with me / us?

Follow-up

A meeting should always lead to the next meeting. Get your calendar and plan how and when to meet again. The contents of the next meeting depend on what the guest needs. Do they need a Customer Presentation (CP), a 2Look, a Get Started training or attend a Business Presentation (BP), Zoom / Facebook Live? You don't need to wait for your guest to make up their mind, just follow the system pipeline step by step.

2Look

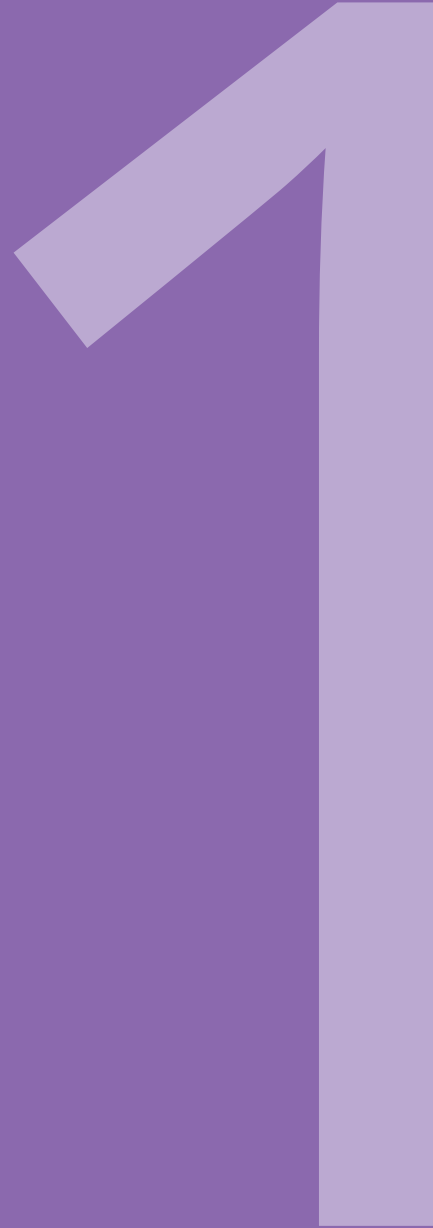
This is a follow-up meeting to be arranged within 48 hours after you have had a meeting with a potential Partner. This is where they will get answers to all their questions about being a Customer or about the business opportunity. If you have had a Customer Presentation where your potential Customer hasn't made the final decision yet, we recommend doing a follow-up with a call or message.

Hints for 2Look

- Answer the questions that are important to your potential Partner.
- What motivates your potential Partner?
- Do they understand the Compensation Plan?
- Do they understand the Zinzino system?
- Have they understood the timing and potential of the products?
- Go through the 120-day goals and the advantages to qualify.

- Extra income
- Helping others
- Financial freedom
- Early retirement
- The products
- A new career
- Personal development
- The social aspect
- Starting your own business

Education





Education

Home meetings – offline or online

These meetings are arranged by different teams from one to several times per month. The reason is to make it possible for Partners that have had the Short Presentation (SP) to gain more information regarding the business opportunity. After the information part of the meeting, an education in the Team Zinzino system is to take place. These meetings can also be done online over Zoom or in local Facebook groups.

Business Presentation – offline or online

This is arranged every week to every 2nd to 4th week, depending on where you live and which team you are part of. This is the place to be for potential Partners who have been given a Short Presentation and want more information, and for your team to give them training. The BP is pretty much the same regardless of what town it is hosted in. In this way, you can always be sure that your Partners receive the correct information and that everyone is following the same system. When arranged offline, the presentation has two parts, where the first part is more information about the business, the second part is training. Online, the meeting is done over Zoom or in local Facebook groups. Invite new prospects and attend on a regular basis if you are planning to build a big business.

Team training

Group education provided by your upline – online or in person.

Business Planning Session – BPS

Arranged as a training event between the local, national and international events. These last up to four hours and focus on different topics each time based on the needs of the organization.

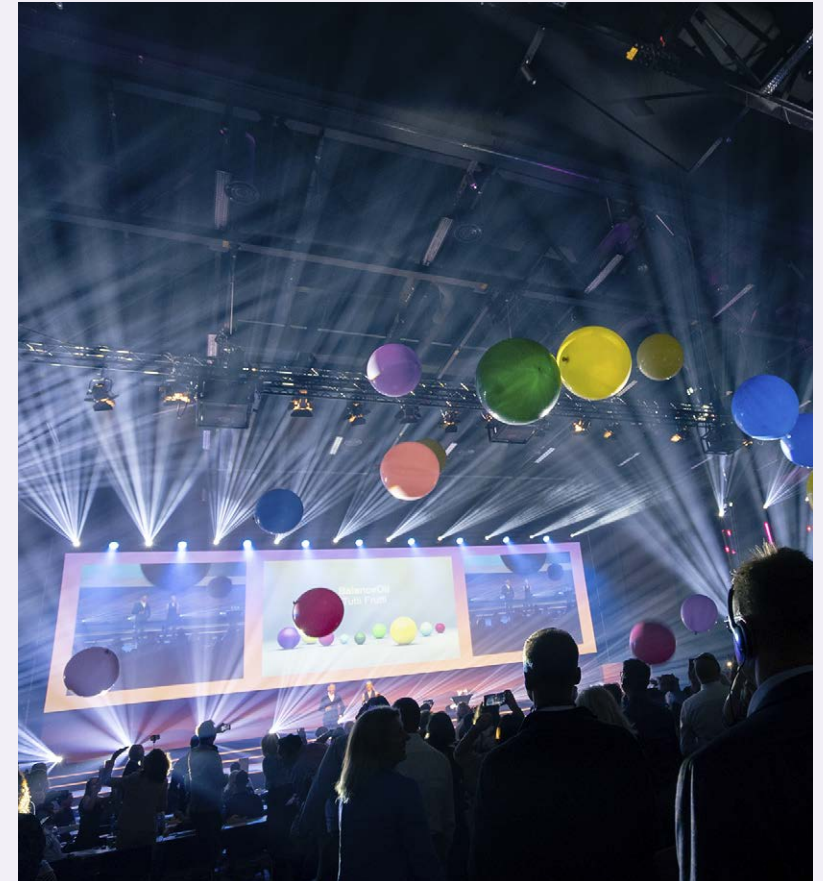
Event

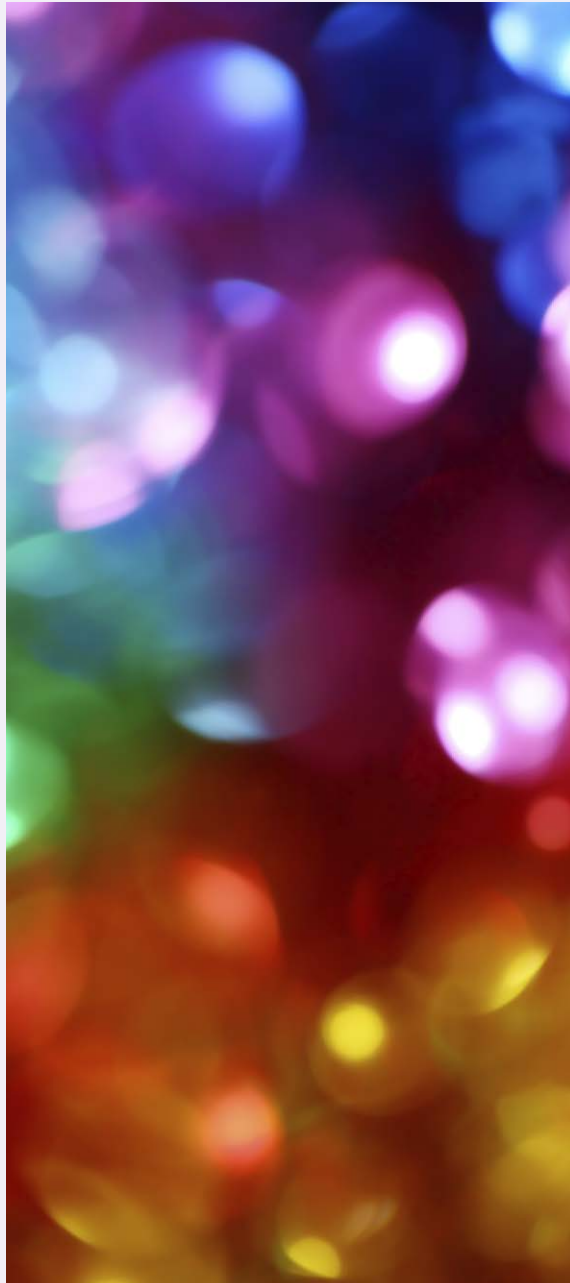
Events are one or more days where you are given new motivation and knowledge about how to reach your goals. Zinzino provides virtual and in-person events where the International Annual Event is the highlight every year.

In Team Zinzino, we use 5% of our time to attend and market the big events to our team. The effects of having been to an event with great speakers is fantastic. Bring your team to the next big event. Your team will be incredibly motivated. This motivation will also often produce immediate results. We can see how this small investment of time actually can yield as much as 80% of the results in the business. Dreams are born and decisions are made to commit to the business at events.

So don't miss the next event. Remember to promote all the exciting campaigns Zinzino launches before and after the events.

Study the event calendar in the Zinzino Back Office and enter the dates in your planner.





How to promote events

- 1 Announce the time and place of the event. Get your team to schedule it in their calendar, so the time is booked and nothing can get in the way.
- 2 Explain why it is important to come to the event. What will be the topic? Who is the main speaker? It is important to be there for your team. You get the education you need. It is mandatory if you want to succeed big.
- 3 Promoting is about presenting a feeling. It is important to understand that if we promote without explaining the reason, it can easily come across as exaggerated and feel like “hype”. If we become better at promoting, people want to come to events.
- 4 Sell the tickets. If people can't pay straight away, make arrangements for how and when they can order their ticket.

Your group is not bigger than your team members showing up at events

One of the most important metrics to see how your group is expanding is to monitor how the number of participants increases from event to event. The group that attends events is your core. It's at the events we get information, inspiration and the belief to take the next steps. We recommend that you set goals from one event to the next.

Answering questions

On your journey to build your team, you will get a lot of questions. Remember that this is completely normal and if you think back, you probably had a few of these questions yourself before you became a Partner. Note the difference between a question, an objection and an excuse. An objection is a valid question which, when answered, will help the person make a decision.

An excuse, when answered, will usually just produce new excuses. Research shows that 90% of what is said is opinions and 10% is fact. Educate yourself and learn to distinguish between opinions and facts. Our experience is that an objection is often a sign of genuine interest in learning more about the business model. Few people take the time to ask questions about something they are not interested in. We recommend you use the help of your Sponsor to answer questions you encounter along your way.

For each question, you will build your own knowledge base on how to respond to it next time. Use all the training materials to learn more about the network marketing profession, the compensation model, the system and the products. Become a master of your profession. If you are comfortable and knowledgeable, you will radiate this confidence and it will show in your presentations.





Referrals

Are you one of those who feel that you have a limited network?
Don't worry. We have just the thing for you.

By having new Customers and Partners join your business, an exponential effect is created. Your contacts know others that you do not know, who know others, etc. It is said that you are only four steps (human links) away from the person you want to be in touch with. Try it yourself. It's incredible, but true. Social media like Facebook, X and other channels have made the world smaller and the opportunity to get in touch with more people greater.

We will teach you how to help your team. There is great power and effect to be achieved from working together. Together with your team, the possibilities are endless!

5 keys to succeed

- 1 **Smile:** Tell your own story. We don't like to be sold to, but we love to buy. To get a Customer's full attention, you should always focus on what you like and why you made the choice of using the products. Ask yourself what you like the most and why you want to tell others about it.
- 2 **Each one reach one:** Activity produces results. This means that you should plan your activities each week. On average, we recommend you work actively 15 hours per week.
- 3 **Each one teach one – Follow the system:** Repetition and companionship are important keys in the system of Team Zinzino. It is important that you participate in everything, from business presentations to local, regional, national and international events, as well as workshops organized by your team. In the beginning, you teach your team by bringing them to the meetings, but in the future you may be the one teaching everyone from the stage.
- 4 **Connecting people – Get people connected, 2 per day:** We work in networking, which means that we get people connected. By connecting your potential Partner with someone in your Upline team, you increase their chances to start building the business. When your new Partner has contact with more people in their Upline, they grow faster and make faster progress. Introduce each other at team meetings, via phone, Zoom or use personal meetings.
- 5 **Teachable – 30 minutes of personal development every day:** Without a personal development plan, you plan to fail. The key to having a big business is to develop your own leadership skills, first of yourself, then of others. Your number one target should always be to grow and get better. Listen to the GoCore App program and read the recommended books in our GoCore coaching system.



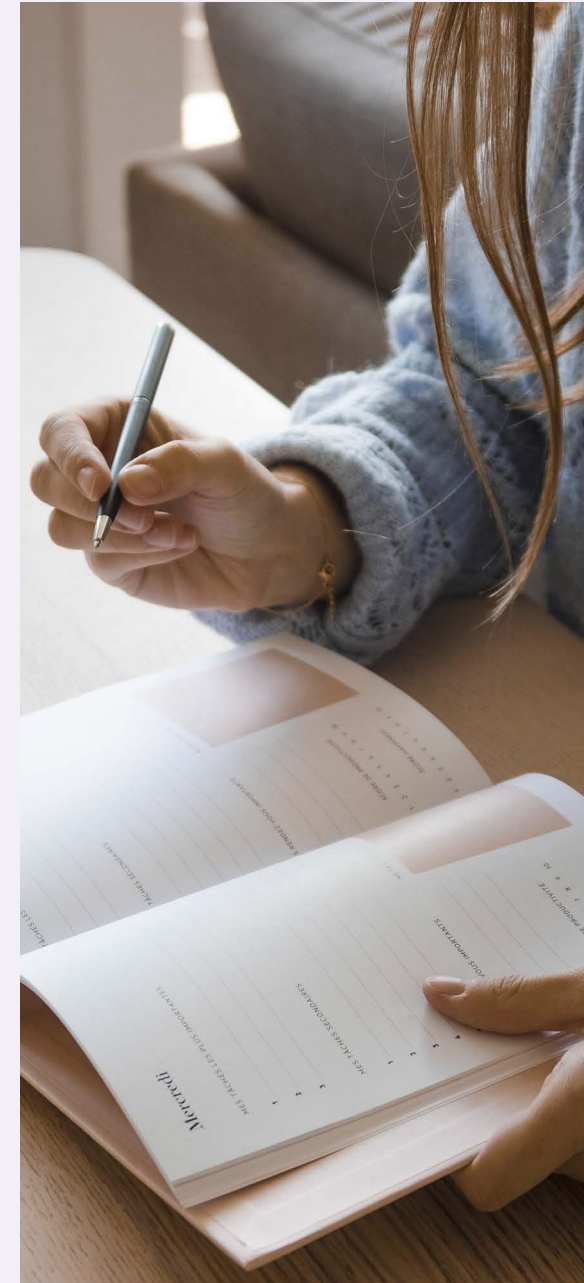
Zinzino Professional

It is essential to plan your weeks to reach your goals. We recommend you use 30–60 minutes each week to plan the following week. Through being prepared days ahead, you will be able to control your results. The ones with the biggest success in Zinzino are also those who focus on 3 areas:

- 1 **Activity produces results:** A Zinzino Professional who works the business part-time needs to have at least 15 meetings, new exposures to potential Customers and Partners, a month. If you work full-time, you want to fill up your calendar with 15 meetings every week.
- 2 **Ticket holder:** You always need to have a ticket to the next event or leadership training.
- 3 **GoCore App:** You follow the system and listen to GoCore every month.

To reach this goal, you have to have a plan, so think through the following:

- At what time do you get up in the morning?
- At what time do you go to bed?
- What are the working hours at your regular job?
- What else do you have to do for the schedule to align with you and your family?
- When can you use time to develop your Zinzino business?



**Digital
Partner tools**



Zinzino Digital Partner Tools

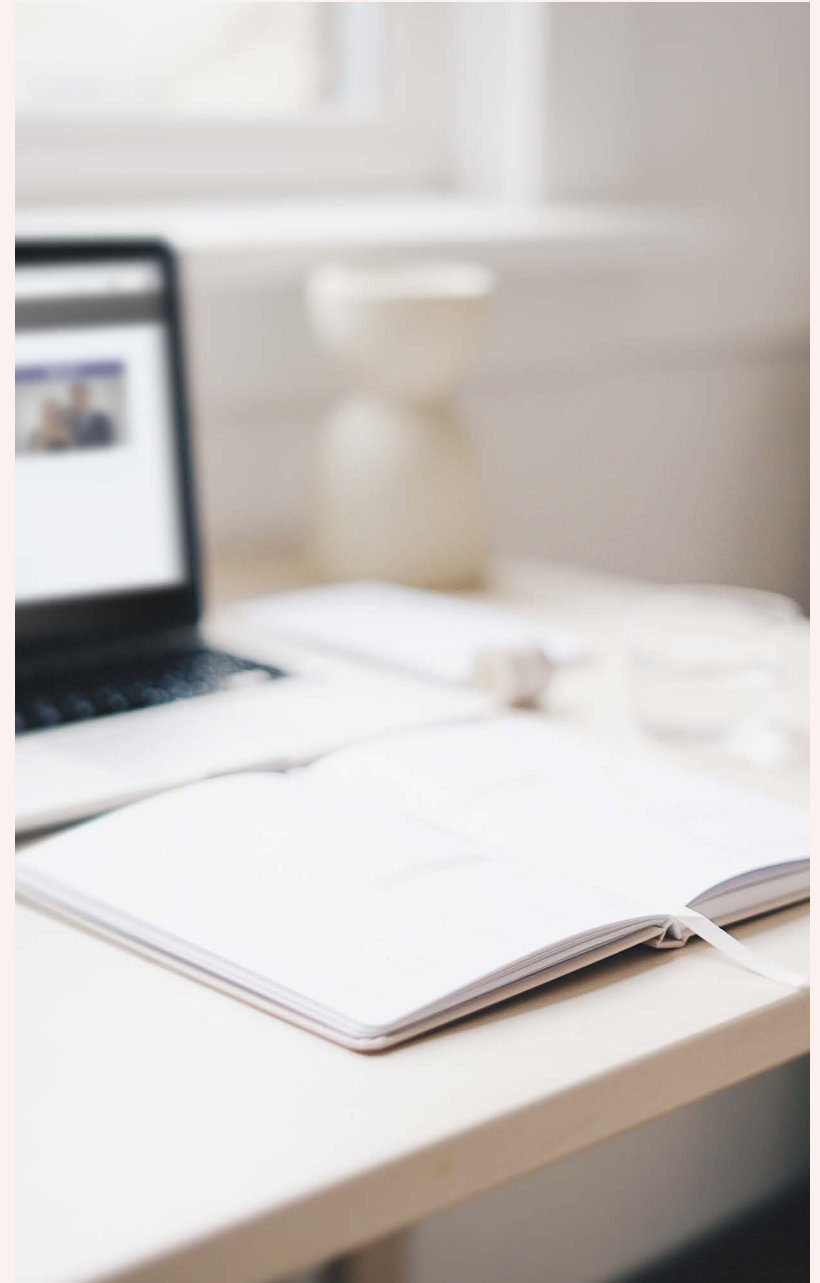
We give you all the guidance, support and training you need to grow a successful business with us, whether it's sharing our products with new Customers, finding new Partners to join our business opportunity, or both!

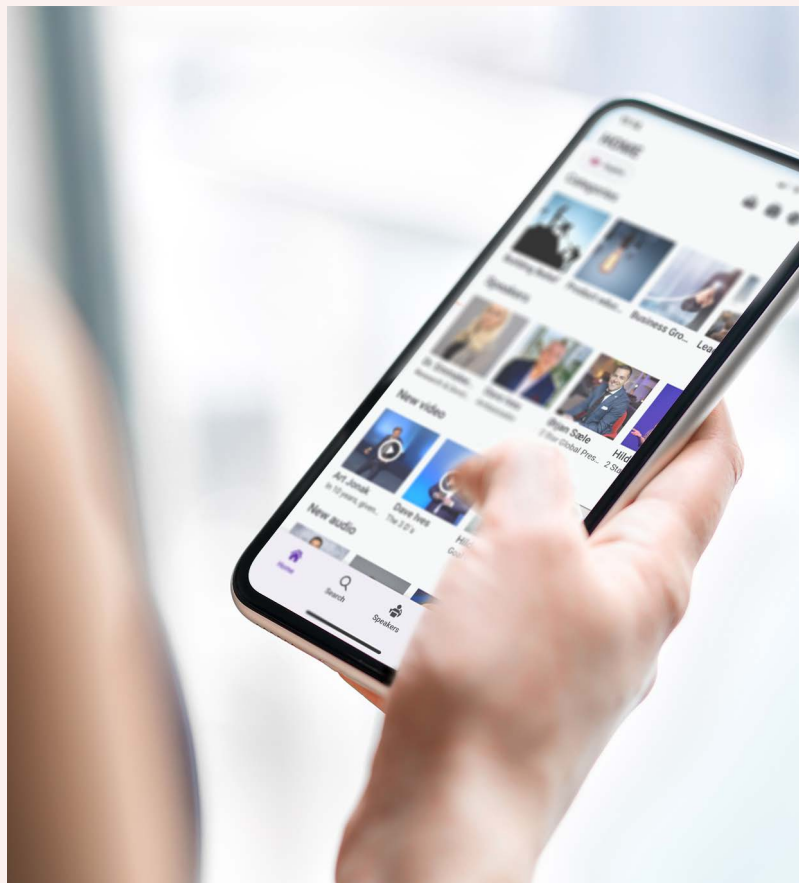
Follow a system with proven success

As a Zinzino Partner, all you have to do is focus on what you do best – meeting new people and sharing stories of great product experiences in your communities. The rest is on us. Your primary assets are your social skills and an open mindset. You don't need to figure out the best way of working. The system is already in place. You'll join a business model with proven success based on learning by doing. Simply imitate and duplicate what has been tried, tested and perfected for decades. And then, turn around and teach the people around you the same thing. This is a method that works both online and offline! Word-of-mouth is a superpower that allows you to do business wherever you are. All it takes is a great story. And the right tools to share it.

Be your own boss without being on your own

We've got your back. You will get your own personal website to make sure your Customers' online experience is as personalized as possible. This is a replicated site at zinzino.com that literally has your name on it, filled with relevant, easy-to-share content on our core offer, bestsellers, product philosophy, subscription model, blog posts and articles. You can choose to level up your role as wellness consultant online and build a base of happy, pampered Customers with just one click! Simply fill up shopping carts with selected products and share them as a link to unlimited prospects anywhere, as many times as you like. Commissions on all the products that you sell in your replicated webshop are automatically credited to your personal sales account. Just make sure you're logged in!





GoCore App

GoCore is our internal leadership educational program you have access to through the GoCore App. If you develop a habit to learn, your business will continue to grow.

Coaching

Once a month we recommend that you sit down with someone in your Upline that can help you review your activities and results and help you on the way to continue to grow your business. The more systematically this is done, the easier it is to check and adjust your progress on the way. You can find the GoCore coaching materials in our Get Started training part two in your File Library. Each coaching session should contain a lesson on one of our leadership philosophies. A video for each is available for you in the GoCore App.

The coaching covers 4 areas:

- 1 Activity
- 2 Production
- 3 System
- 4 Title

***"Work harder on yourself than
you do on your job..."***

Jim Rohn



Leadership

13



Leadership philosophies

Many would like to get it, but few are willing to do what it takes. We've all heard about the child who dreams about playing in the World Championship.

These thoughts express the desire to succeed. Even if that child is truly eager to reach his goal, he might not end up doing what it takes to reach it. In the end, he or she might just give up his or her dreams about soccer stardom.

In Zinzino, we believe that success is built on good habits. We call them:
Team Zinzino's leadership philosophies

***"Do the things you want
to see duplicated"***



Philisophy 1: The Slight Edge

Based on the principle of compound interest, we believe that small actions, performed every day, will grow into a massive business after 3, 5 or 7 years. Although you can't see the tree grow, you still know from experience that one day, 40 years from now, that small tree will be huge.

Personal development and success in your business is not about daring great leaps but about all the small steps you take each day.

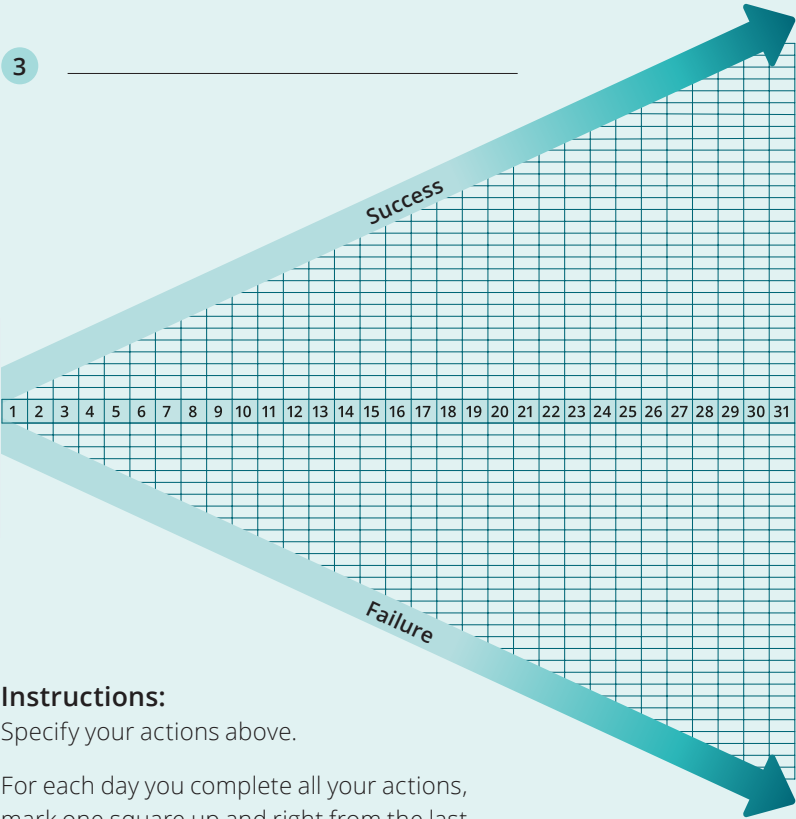


Daily method of operation

For the Month of: _____

My Daily "Slight Edge" Actions

- 1 _____
- 2 _____
- 3 _____



Instructions:
Specify your actions above.

For each day you complete all your actions, mark one square up and right from the last.

If you do not complete all your actions, then mark the square down one and right.



Philosophy 2: Amateur or professional

Professionals focus on what generates income. At a national game of soccer, there might be 10,000 people: 9,960 of them will be amateurs paying to get into the arena and some 40 professionals will be getting paid to be there. They are all happy to be there and see goals scored, but it's the player making the goal that gets the bonus. The professional Zinzino Partner works every day with three areas:

- Starting personal and team Customers
- Developing personal and team Partners
- Developing leadership in the team to maintain duplication

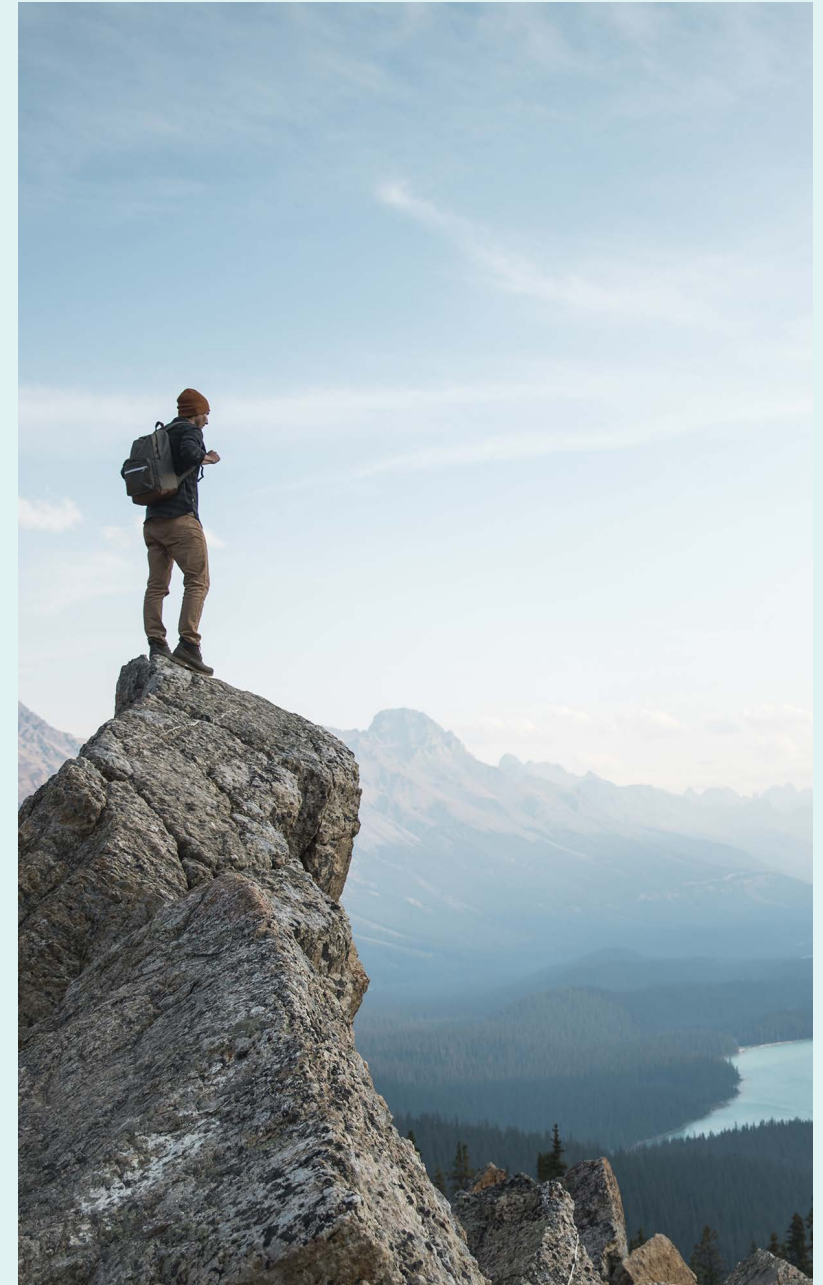


Philosophy 3: Personal development malnourishment

If you don't keep a plan for personal development, you will end up in a start and stop rhythm. Have you ever made savings plans?

Have you once or several times used any of that money? This is a classic start and stop activity. How much would your confirmation or graduation money have grown if you had invested them in the right fund? We see those who practice their personal development skills are better at following through and sticking with the plan than those who don't. It's all about whoever carries out the race will be on the winning side.

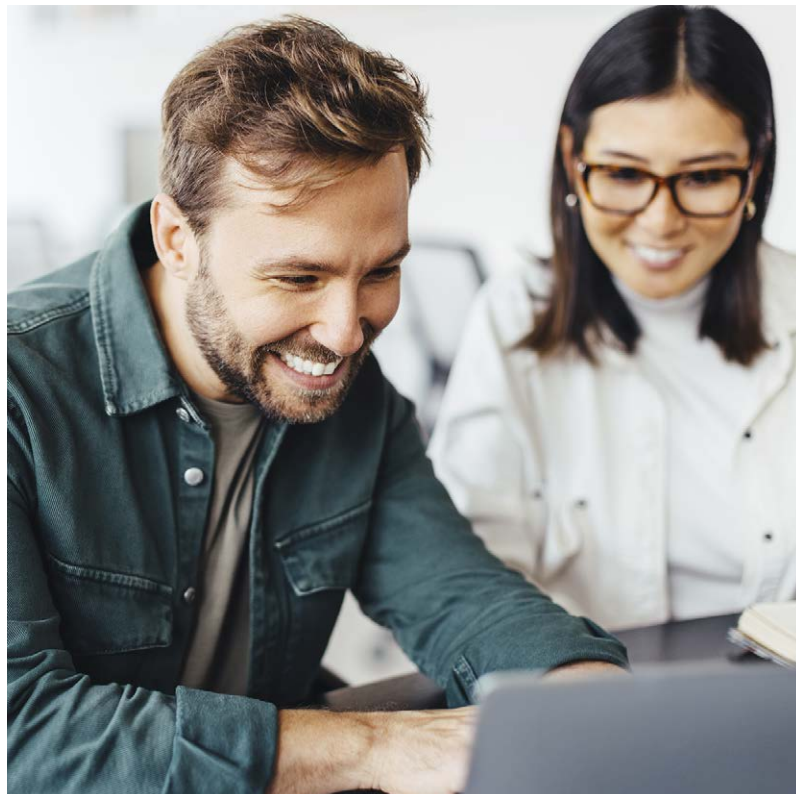
It's true whether it's about a marathon, a diet, a savings plan or building a business. The amount of time you need to get there isn't the key. The most important thing is to reach the goal.



Philosophy 4: Small wins

In the biblical story of David and Goliath, David first kills a lion using his slingshot. He also wins the fight against a bear with the same slingshot. When he comes to the military camp where the Israelites are at war with the Philistines, he hears of the opportunity to win large amounts of gold, the princess of the land and tax exemption for his family. This gives him motivation to fight Goliath.

He is most likely scared but builds his confidence by thinking of his two previous victories reminding himself of his skills with the slingshot. This gives him the courage to meet Goliath in battle. He wins and becomes a legend for all eternity.



A pro networker focuses on pro activities that create money.

By achieving small goals in our great plan, we build trust in ourselves. Small achievements tune our skills and prepare us for greater tasks. Instead of looking for a big Customer who wants 100 subscriptions, we look for one Customer per week. When we have 25 Customers, then we can go after the bigger fish. Expressed differently: “Small Wins” are like “eating an elephant, one bite at a time”.

Philosophy 5: Big deal vs. small deal

If you really want quick success, you should stay away from the trap of the “Big Deal.” Hunting for that one Customer who will generate a massive volume or the top Partner who will sign up 100 Partners during their first month won’t duplicate. In Zinzino, the Big Deal is a lot of small deals put together. When you build your team, you can quickly find 100 Customers. And a Partner sponsoring 2 who sponsors 2 who sponsors 2 who sponsors 2 is usually better than one sponsoring 100 their first month. Networking is about helping your Partners take small steps that can be duplicated by a large number of Partners.

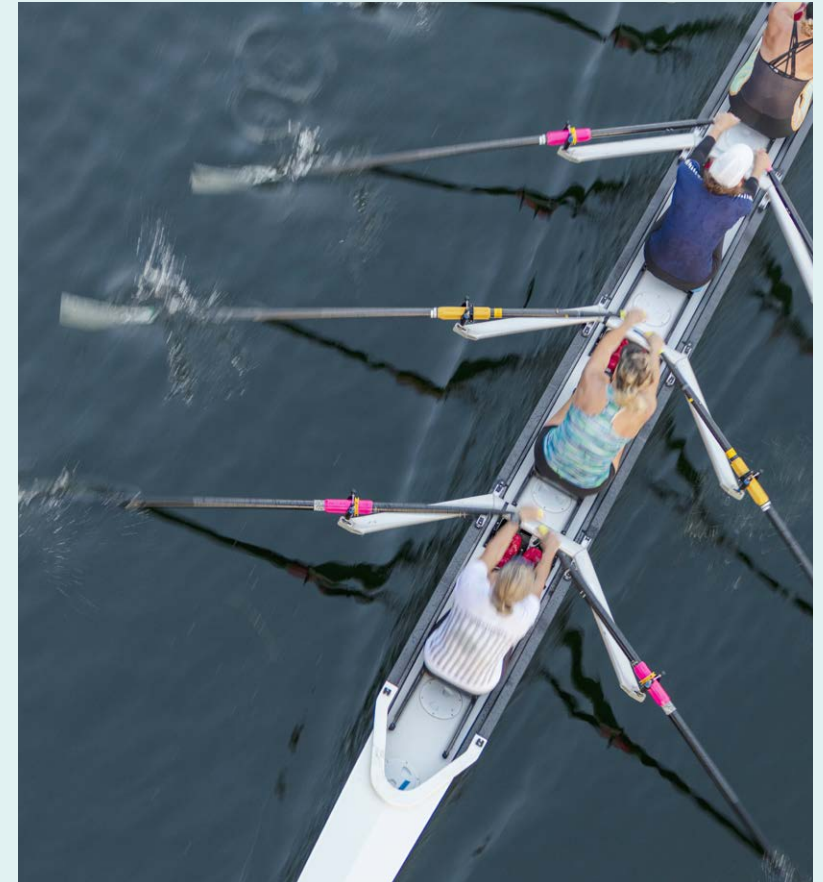
If you know anyone who owns a big business or someone who is a big direct selling leader, we recommend you contact them in addition to working step by step on your contact list. Financial success in Zinzino comes from making a large group of people do a few simple things over and over for a long period of time.



Philosophy 6: Believe in a greater power – the team system

Duplication isn't always easy. We want to teach and share everything so badly but one of the keys to success is to lead people away from you into a system where everyone can learn more. If your lips move, you will be the superstar that everyone is dependent on.

At some point, you won't have the time to keep the team growing and the team will stop growing. The goal is instead to show the Partners what they need to do on their own. Do the things you want to see duplicated. 80% of your time should be used on new business, 20% on taking care of your existing business.





Philosophy 7: Work smart, not hard

It's not about how many hours you work but what tools you use. If you had the opportunity to do a job where you could get a thousand dollars to move a pile of dirt and choose between using a shovel and a wheelbarrow or a front-loading tractor, it would be smarter to use the bigger piece of machinery and be done in a few hours rather than spending a day or two using your bare hands. It's the same thing with the team system. If you don't follow the system, you will have to do all of the work yourself. But when you use the meetings and the materials, you will get others to do the job with you.

Soon, you will have completed the start-up manual. If you work hard, you will go out and have meetings with everyone where you explain and promote what you have read. If you work smart, you will give this booklet to everyone on your team and make agreements with them on when they should read it.

Those who work smart will also have more people in the system and at the events.



Philosophy 8: Build culture

Culture is not what we see, it is who we are. We always reproduce who we are; culture always wins. Languages are a good example of this. Let's say you were given a team of ten people and an unlimited budget to convert all the French-speaking people in Paris to drop French and begin speaking English. How would things turn out? Well, before the first Frenchman started speaking English, your entire team of ten would have learned French. The French culture is stronger than the English culture in Paris, so the outcome is a given. Your Zinzino business is the same.

Cultural building tips:

- 1 Storytellers are good at building culture. Try answering questions by telling a story. They are easy to remember and re-tell to others. We are always motivated by stories about people who succeed.
- 2 Tell the truth, but be smart. People can handle the truth even if it hurts. In the long run, that builds trust, respect and character.
- 3 Notice when people do the right thing and give them credit for it. This will strengthen their positive side. Do it when others are present.
- 4 Positive attitude. Always see the best in everything. When FedEx had their first day, 157 packages were sent, 7 arrived, of which 5 were test packages. Then the founder, Fred Smith, said: "We did it! Now we just have to improve the numbers!"
- 5 Tell them about the dreams you have for your team. Many are afraid to step out into the unknown even if it means a better life. Everyone has a seed of greatness inside. Our job is to give that seed water and warmth. We all need people who care. In order to grow, we need to create a warm climate.
- 6 Share what is in your heart. Tell it like it is. We will have challenges if we don't ask others for help to solve our problems. By asking for help, it will be easier to reach the top!





Philosophy 9: False mercy

Have you ever allowed yourself or someone else to skip an important meeting?

All too often, we choose to solve our Partner's problems instead of facing them together. We think we are being kind, but in reality, we are depriving them of their chance to succeed. We think that by saving them the money spent on small purchases or Auto Order, they save money to succeed faster. Often, we allow them to not show up for an event because they can't afford it or don't have the time.

All of this is false mercy. In reality, you are taking away their chances of success. Success never comes on sale. For your Partners to succeed, they have to go through the same as everyone else that has succeeded before them, and they need to follow the entire system. If you truly want your team to succeed, it's your job to tell them what they need to do and inspire them to do it.

Philosophy 10: Show tail lights

Leadership is all about the one that leads by example. We have a team saying: We'll never ask someone to do something that we aren't willing to do or we haven't already done. When people see your tail lights, they know you are in front of them showing them the way to do everything you want them to do. So in all situations, it's your job to show tail lights for your entire organization. It will breed trust, respect and success.



Philosophy 11: Personality types

When working in Zinzino, we meet different personality types.

Sometimes it is good to know what the differences are so you can adapt your communication to the different people you meet instead of them having to adapt to your style. To simplify the understanding of this, we teach the different personality types in 4 colors, “the Tom ‘Big Al’ Schreiter way”. Mr. Schreiter is a well-known and successful speaker within our profession and has been teaching about this subject, in relation to direct sales, for decades. Of course, both you and your prospects are a combination of these colors and not “one color only,” but usually we have one dominant color and one secondary color. Listen to the audio file “Personality test – What color are you” by Tom ‘Big Al’ Schreiter in the GoCore App to learn more.



The controller and competitive personality: (Formal - Dominant) Red personalities are dominant and love to compete. They usually like the fact that other people work for them and that they have a boss or leader role in the team. Money and success are often strong motivational factors so a tip is to show them early on what financial opportunities are present in the business. They often like to show how successful they are and can sometimes be perceived as arrogant, superficial and a little inconsiderate. At the same time, they are task-oriented and very result-driven, and they get the job done.



The party and social personality: (Informal - Dominant) Blue personalities like parties, fun and adventure. They often like to be in the spotlight and have “all the eyes” on them. They are not so fond of details and get easily tired of too many facts and organizing. They are typically a “people person,” usually have a big network of friends and have no problems getting to know other people. They get motivated by money but more than that how much fun they can have along the way. They want results now and not in the future – preferably yesterday!



The analytical personality: (Formal - Flow with) Green personalities love structure, facts and details. They normally have many questions and usually want lots of information before making a decision. They are very analytical and prefer too much information over too little. They seldom join the business at the first meeting, but need thinking time and usually lots of follow-up meetings before making up their mind. They are often perceived as a little reserved in the beginning but are incredibly loyal when they have made a commitment.



The caring personality: (Informal - Flow with) This personality LOVES to work in a team and prefers to do things together with other people over working by themselves. Relationships are extremely important and they have no problem with “going the extra mile” to help someone else succeed. Usually they will do much more to help others succeed than themselves. They don't like confrontations and prefer to be liked by everyone. They normally choose caring professions and have a high focus on their own and other people's feelings. Health, family and safety are often a high priority. They are loyal and extremely good at supporting their team.



Philosophy 12: Give Recognition

Have you ever noticed that some people “work their butt off” to get some approval for their achievements? For many this is the main prize. “Babies cry for it and grown men die for it”. No matter who you are or how humble you are, recognition feels good. Someone saying: Nice job! You feel good. You achieve an award after much hard work. You feel very good.

We all need to be seen and recognized for our performance, so receiving and giving credit to our Downline and Upline for a good performance is one of the basic elements of building a good culture in the team. Strangely enough, people are seldom used to being recognized, and therefore the skill of giving recognition is often something we have to learn when building our team. Naturally, many are good at spotting what is not so good and mentioning that, but when it comes to good results, great work and hours spent in the business, we sometimes take it for granted.

Randy Gage, prosperity coach and network marketer, usually says “Network marketing is not about what works. It is about what duplicates.” This is a well-known fact in our profession whether it is about your own results, sponsored contacts, how many hours you work or how you give recognition. What you do duplicates. If you recognize your team, they will recognize their team. If you give credit to your Upline, your team will give credit to you. Make sure you set the right standard in your team and be generous in your acknowledgment and recognition. At the same time, when you are genuine, sincere and honest in your feedback, you will help the people around you grow.



Philosophy 13: Be proud

It's not always easy to view yourself as a successful person.

A leading coach, Patrick H. Dean, once said there are usually two things keeping us from succeeding:

- 1 One's belief that opportunities in life are not fairly distributed.
- 2 What other people think of what you do.

Take an empty piece of paper and write down why you are proud of working with Zinzino. This will help you conquer your fear about what other people think. In Zinzino, the opportunity is equal for everyone.

Philosophy 14: The person with the marker is making the most money

You won't get big results by being passive. Those who assume responsibility will earn more. When you have the marker, you are teaching a growing team. That's the goal. Now, you are a business leader and duplication can begin.





The power of dreams

Author and speaker Norman Vincent Peale once said: "In order to achieve something meaningful, you need a little bit of fantasy and a big dream." The first step of building a large and profitable business is to understand why you are doing it. To have a solid why is more important than understanding how.

This booklet has given you the most crucial parts of the how-to skills you need to develop your own Zinzino business. Few professions teach what the meaning behind the word "dream" is. Instead, they talk about goals, purposes, strategies and standards. Most people would agree that the word "dream" sounds a bit vague. There are many levels of dreams. The most common ones are material dreams. There are also the obvious dreams that go deeper and give meaning to life.

Further, there are the dreams about personal vision, to leave a legacy and make history for future generations. Whether the dream is big or small, superfluous or deep, it is the effect it transmits to the person having that dream that matters. A dream will steal attention and dominate thought.

If you don't realize the power of dreams and how it can greatly influence human performance, you are missing out on one of life's greatest gifts.



To help you identify your dreams and create results, take a pen and answer the following questions. Use the time for help, have fun and dream a little!

1 What would you do if you knew in advance that you could not fail?

(In other words, what would you do if you were guaranteed success?)

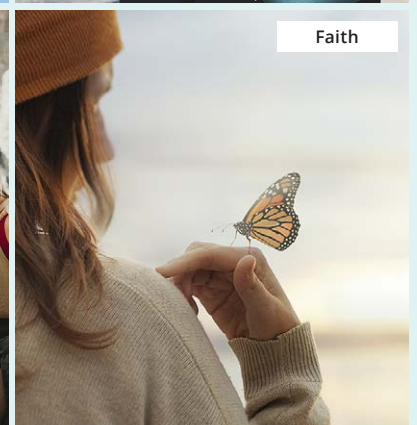
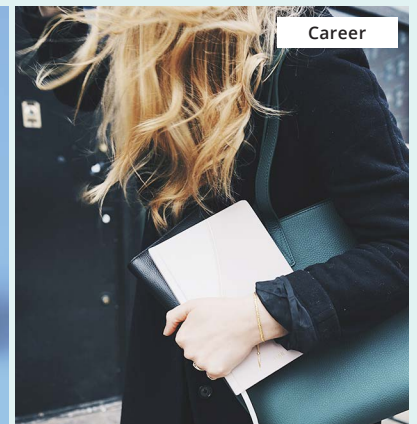
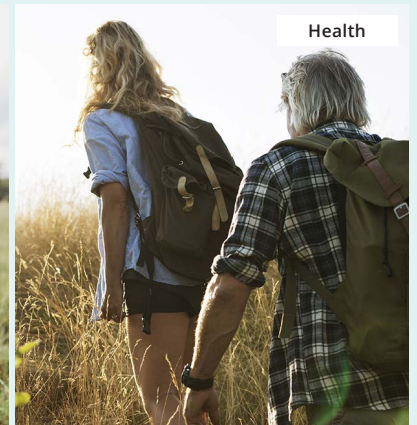
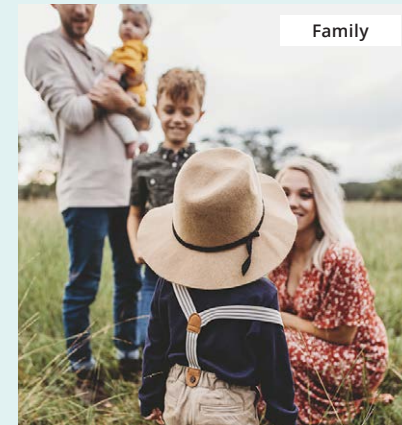
2 How would your life be in 5 years if you could design it yourself?

Define how you want your life to be and think about the six areas on the page to the right.

3 What did you like doing as a child that you wished you could continue doing as an adult? How would you like to be remembered?

There are hundreds of questions that could be used to identify the dreams you have but a good start can be to spend some time answering the questions above.

Notes



Dreams are not fantasies

It is important to warn you here. Many times we see Partners writing long lists of things they “want”. They talk about huge houses, expensive cars, incredible leisure trips, luxury clothing and time with their family. They talk about buying their own jet, gigantic yachts, trips to the moon and African safaris. But when it comes to doing the work required to get these things, they would rather stay on their couch making excuses. These Partners are not dreamers, they have just made a fantasy list. This is not what we mean when we talk about dreaming. Making a list of all the fantastical things you could think of is not very motivational at all.

What we mean by dreaming is finding something that speaks to the heart, something that you emotionally can feel and touch. It's something that you think of day and night, something that gives you the energy to take care of work tasks on a daily basis and provides you with the discipline to stick with the race until you are done.

Dreams are not free

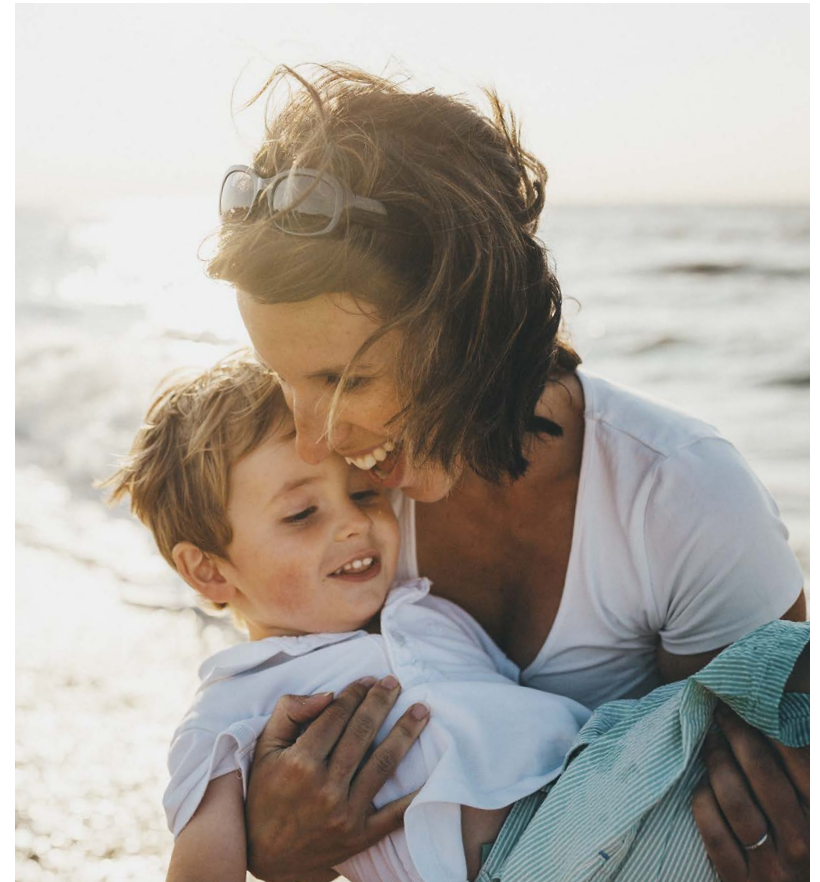
Dreams are precious. Dreams are powerful. But dreams are not free. A truly great dream also comes with a requirement to sacrifice things and pay the price of achieving it. So when you identify what your dream is, it is also important to understand what commitment you must make if you want it. You will never get something for nothing.

This is true for your Zinzino business as well. There will be work. There will be obligations. There will be new things to learn. So to achieve your dream, you need to expand your comfort zone, stretch a little and dare to be a little uncomfortable.

Finally, it is important to point out that the job and the obligations are not for the business's benefit but for your dreams. A company is just a vehicle that takes you to that dream. We don't just buy a car because we want to drive that car. We buy it to get to a destination of some kind.

As a secondary priority, we want the car to be fun to ride in, we want it to look great, have a good engine and run fast. It's the same with Zinzino. It's designed to help us reach our dreams. On the road, we'll have a lot of fun, but the key is, it will help you reach your dreams. It will take hard work, but it will be worth it because you and your dreams are worth it.

We are looking forward to working with you and your team and enjoying our fantastic journey together!



Disclaimer

This manual was made by Zinzino. All rights reserved. We take no responsibility for errors in source materials, printing errors and changes that have occurred after the printing of the manual. The methods suggested have created successful results for many, but cannot be guaranteed. We hope they will give you a great start in building a large and successful business.

ZINZINO

Inspire Change in Life

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