

FFN MAP

MASSIVE ACTION PLAN
TRAINING SYSTEM



FIRSTFITNESS
NUTRITION®

OUR GUIDING PRINCIPLES



FirstFitness Nutrition is defined by a daily commitment to Our Guiding Principles. These truths form the basis of how we think, how we make decisions, and how we treat others.

WE VALUE GOD

True success begins by recognizing God as the true source of ultimate blessings—and following His principles for life.

WE VALUE FAMILY

One's family takes precedence over the affairs of business. When family is honored, business life becomes balanced.

WE VALUE TEAMWORK

Every Distributor, Customer, vendor, and staff member associated with FirstFitness Nutrition has immeasurable value and deserves the highest level of respect, care, and support.

WE VALUE INTEGRITY

A consistent and dependable alignment between our public declarations and private actions will mark us as the trustworthy brand we long to sustain.

WE VALUE LEADERSHIP

We seek to influence others by personal example. We cannot expect others to do that which we will not do ourselves.

WE VALUE MAKING A DIFFERENCE

As we deliver high standards of exceptional value into the lives of others—we will be marked as a Company that “makes a difference.”

WE VALUE EQUAL OPPORTUNITY

We believe in the power of providing an equal opportunity that empowers ALL people to pursue and realize their dreams.

WE VALUE TRUST

We recognize that each Distributor and Customer we reach is putting their trust in our brand, our integrity, and our leadership. We are dedicated to uphold that trust relationship daily.

WE VALUE EXCELLENCE

We pledge to always offer products that meet the highest and most exacting standards of quality, purity, and effectiveness.

WE VALUE INNOVATION

Our standard of excellence is paralleled by our passion to innovate products and programs that set new standards within our industry.

FOUNDER'S MESSAGE



Our Mission:

Enriching the quality of people's lives through health, wealth, and lasting transformation.

Welcome to FirstFitness Nutrition!

Congratulations on making the decision to become part of the FirstFitness Nutrition family.

For over two decades, FFN has been in the business of helping people "Build a Team | Live the Dream."

You are about to embark on a life-changing experience. Whether your goal is to lose weight and take control of your health with the finest all-natural products in the industry, earn extra income and get out of debt, or to develop your own thriving organization and earn a six-figure income, you have chosen the right company.

You can take pride in being a part of FFN. We have:

- **Longevity** - A distinguished track record of success spanning over two decades.
- **Opportunity** - One of the most lucrative Compensation Plans in the industry.
- **Product Excellence** - Innovative nutrition, health, and skin care products... safe, effective, backed by science, and recommended by doctors.
- **Professional Training** - A Massive Action Plan (MAP) and Daily Activity Tracker (DAT) that teach you how to build a business with personal development tools, video tutorials, and unlimited support.
- **Leadership** - A leadership team of experts and mentors.

FirstFitness Nutrition is defined by a commitment to our Guiding Principles and the desire to help improve the quality of life for our Distributors and Customers. Our goal is to provide a firm foundation to help place you and your family firmly on the road to a successful business and excellent health, as well as financial freedom, if that is your desire. This is the opportunity, and now is the time to create a life you love living!

We look forward to celebrating your success.
Live life on your terms!



Lee Causey
Chairman & Founder

Nigel Branson
President & Co-Founder

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In addition to this training manual, we highly recommend you study the FFN MAP video tutorials found in the FFN Training Vault section of Office2Office.



COMPANY INFORMATION

Customer Service

To place an order or contact Customer Service:

Phone: 800.621.4348

Fax: 972.820.2115

Hours: Mon - Fri
8am - 5pm CST

Email:
customerservice@firstfitness.com

Corporate Headquarters and Distribution Center

Address: 1430 Bradley Lane, Suite 196
Carrollton, Texas 75007 USA

Phone: 972.820.2100

Fax: 972.820.2101

Hours: Mon - Fri
8am - 5pm CST

Connect With Us

www.firstfitness.com

facebook.com/firstfitnessstv

twitter.com/firstfitness

youtube.com/firstfitnessstv

FFN MAP | MASSIVE ACTION PLAN

MASSIVE ACTION PLAN

The FFN MAP is one of the most dynamic and easy to use training systems in the industry. With MAP's three components: Ten Steps to Success; Personal Empowerment; and Daily Activity Tracker (DAT), you can become a true professional in FirstFitness Nutrition. From the day you join FirstFitness Nutrition, you have a Massive Action Plan with the necessary tools and knowledge in place. It is a duplicatable system that will help you create a successful and lucrative FFN business.

In addition to this training manual, we highly recommend you study the FFN MAP video tutorials found in the FFN Training Vault section of Office2Office.

TEN STEPS TO SUCCESS

These ten steps are a proven method for success and have been instrumental in creating multi-million dollar enterprises in FirstFitness Nutrition. Follow these steps to systematically build a successful FFN business.

STEP 1: Determine Your Why

STEP 6: Contact & Invite

STEP 2: Make a Commitment

STEP 7: Show the Business Presentation

STEP 3: Use the Products

STEP 8: Follow Up

STEP 4: Generate Leads

STEP 9: Help the People You Sponsor

STEP 5: Convert Leads Into Prospects

STEP 10: Plug Your Team Into the FFN MAP

PERSONAL EMPOWERMENT

COMPETENCE + CONFIDENCE + CONSISTENCY = MOMENTUM

These powerful words, incorporated into your daily activities, will help you develop the mindset which creates the necessary momentum to ensure your success, both personally in life and professionally in your FFN business. The FFN MAP provides video tutorials designed to help you develop your **COMPETENCE**, build your **CONFIDENCE**, and instill **CONSISTENCY**, resulting in increased **MOMENTUM** in record time.

DAILY ACTIVITY TRACKER

Simply put, when you track your activities, your results increase. The Daily Activity Tracker (DAT) will increase your awareness of your sales, activities, and performance. It will save you time and increase your income. The DAT booklet is included at no cost in the FFN Distributor Kit. Additional copies of the DAT booklet may be ordered online in Office2Office.

LET'S GET STARTED!

As a FirstFitness Nutrition Distributor, the FFN MAP should be incorporated into your daily routine. As you build your business and sponsor new Distributors, inspire your team to utilize this valuable training system as well. The FFN MAP is vital to your business success, and you will soon begin to see the tremendous results from using this simple and duplicatable system.

THREE ELEMENTS FOR YOUR SUCCESS

3

ELEMENTS
FOR YOUR
SUCCESS:



THE PRODUCTS

Our products are changing lives!

The FirstFitness Nutrition products are proven, tested, and scientifically developed to support and enhance your health and wellness. Whether it's weight loss, health and wellness, herbal cleansing, sports nutrition, or skin care, we have outstanding products to meet your needs. Our products have successfully helped millions of people for over two decades.

THE COMPENSATION PLAN

A Compensation Plan unsurpassed by any in the industry!

The FirstFitness Nutrition Compensation Plan is one of the most dynamic and generous in the industry. Whether your goal is to earn a few hundred dollars a month, a part-time income of \$2K to \$5K a month, or to develop a multi-million dollar enterprise, the FFN Compensation Plan can help you achieve your financial goals.

YOU

You must believe in YOU!

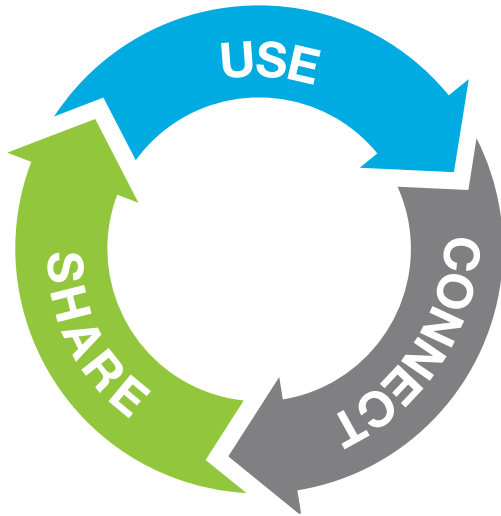
YOU have the potential to change your destiny. Your **BELIEF** in you is the most essential element in creating the life of your dreams. Strive to become competent, confident, and consistent in your daily activities, and become a better you each day. Your **MINDSET** reflects your belief system, attitude, the choices you make, and the actions you take. Your **COMMITMENT** is based on your personal belief system and your desire to follow through and achieve your goals no matter what the obstacles. Work the 10 Steps in the FFN MAP consistently, to develop your belief, mindset, and commitment, and you will achieve the success you desire.



WATCH THE MAP VIDEO - [THREE ELEMENTS FOR YOUR SUCCESS](#) - INSIDE THE FFN TRAINING VAULT

LEARN THE BASICS

The FFN MAP is focused on teaching you how to build a successful business. As part of the FFN MAP Training, you will learn three simple words: **USE** - **CONNECT** - **SHARE**. And you will learn how implementing them into your daily activities can help you build a very successful FirstFitness Nutrition Business.



USE the products every day

- Become a “product of the products.”
- The results you get from using the products will give you the belief and confidence you need to recommend them to others.
- People will notice the change in you and ask... “What are you doing?”

CONNECT with people every day

- Promoting your business every day will allow you to connect with people from all walks of life.
- FFN provides you with an array of online and social media tools, and traditional marketing materials.
- Learning how to utilize these tools show the world that...you are open for business!

USE

CONNECT

SHARE

SHARE your story every day

- One of the most important ingredients to a successful FFN business is the ability to “Share Your Story” with people every day.
- Your story is your personal experience with the FFN products and business opportunity.”



WATCH THE MAP VIDEO - [LEARN THE BASICS](#)
- INSIDE THE FFN TRAINING VAULT



DETERMINE YOUR WHY

Until you know “*why*” you are doing something, “*what*” is irrelevant and “*how*” is unimportant.

WHAT DO I REALLY WANT?

When you stop to think about the things you really want in life, you can establish a clear “why” behind the effort it will take to build a solid business. Your “why” will be the driving force that motivates you to get up each morning with a sense of passion and purpose to do what must be done to accomplish your goals and never give up.

1. What do you want that you don't currently have?



(Check all that apply)

- | | |
|--------------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> I want to be my own boss. | <input type="checkbox"/> I want financial freedom. |
| <input type="checkbox"/> I want to work from home. | <input type="checkbox"/> I want to eliminate my debt. |
| <input type="checkbox"/> I want a new home. | <input type="checkbox"/> I want to improve my health. |
| <input type="checkbox"/> I want to go to college. | <input type="checkbox"/> I want to help others. |
| <input type="checkbox"/> I want a new boat or car. | <input type="checkbox"/> I want to leave a legacy. |
| <input type="checkbox"/> I want to help my family. | <input type="checkbox"/> I want to build my retirement. |
| <input type="checkbox"/> I want to travel more. | <input type="checkbox"/> I want to fulfill a specific dream. |
| <input type="checkbox"/> I want to spend more time with my family. | <input type="checkbox"/> I want to give more to charity. |

2. Why don't you currently have the things you've checked?

3. What has been more important to you than getting them?

4. What would having those things mean to you and your family?

5. How long are you willing to work your business to make your dreams become a reality?



WATCH THE MAP VIDEO - [DETERMINE YOUR WHY](#)
- INSIDE THE FFN TRAINING VAULT

SET YOUR GOALS

Goals + Action Plan = Success!

Setting your goals will put you on the road to success, and is the single most important action when starting your new FFN business. Have a clear picture of what you want to accomplish with your FFN business over the next 12 months. Then make a formal commitment in writing, filling out the “My Goals Worksheet” below. Review them with your Sponsor and create an action plan that will make your goals become a reality.

MY GOALS WORKSHEET...

MY HEALTH & WELLNESS GOALS

Do you need to lose weight? Do you have the energy you need each day? What would you like to change in terms of your personal health & wellness?

1. My weight loss/90-Day Ultimate Body Challenge goal: _____

2. To accomplish this, I will exercise _____ times per week and get at least _____ hours of sleep each night.

3. I will change the following habits: _____

4. My additional health & wellness goals: _____

MY FFN INCOME GOALS

How much additional income would you like to earn per month? _____

Now 90 Days 6 Months 1 Year

MY FFN BUSINESS GOALS

Fill out your business goals once you have a basic understanding of the FFN Compensation Plan.

1. I will become a Director (40%) by date: _____ Initials: _____

2. I will become a Silver Director by date: _____ Initials: _____

3. I will become a Gold Director by date: _____ Initials: _____

4. I will qualify for my Mercedes-Benz by date: _____ Initials: _____



MAKE A COMMITMENT

Making a commitment is your determination to achieve a goal...no matter what the obstacles. Once you have set your goals, you must make a firm commitment to build your FFN business and create the financial success you desire.

WHAT IT TAKES TO BE COMMITTED...

- 1. **Dedication** – Keep focused, stay on track, and never give up!
- 2. **Integrity** – Do what you say you will do!
- 3. **Be Coachable** – Be willing to learn what it takes to become successful with FFN!

Talk with your Sponsor about what you want to accomplish in your FFN business and what you are willing to commit to. Fill out your “My Commitments Worksheet.” Write out your commitments and review your Commitments Worksheet weekly. It will motivate you to stay disciplined.

MY COMMITMENTS WORKSHEET...

WORK SCHEDULE

- 1. I will work to build my FFN business part-time _____ or full-time _____. Initials: _____
- 2. I will work my FFN business _____ hours per week. Initials: _____

BUSINESS BUILDING & TRAINING

- 1. I commit to using the FFN products daily. Initials: _____
- 2. I commit to 20 minutes a day of personal development and/or FFN training. Initials: _____
- 3. I commit to communicating with my Sponsor on a weekly basis. Initials: _____
- 4. I commit to attending the FFN corporate webinar/call every Tuesday night. Initials: _____
- 5. I commit to introducing the FFN business to _____ people each day. Initials: _____
- 6. I commit to attending my team’s weekly FFN meetings. Initials: _____
- 7. I commit to attending monthly trainings. Initials: _____
- 8. I commit to attending the next national corporate event. Initials: _____
- 9. I will attend _____ networking events each week. Initials: _____
- 10. I am making these commitments to my business for the next 90 days. Initials: _____



WATCH THE MAP VIDEO - [MAKE A COMMITMENT](#)
- INSIDE THE FFN TRAINING VAULT

STEP 3

USE THE PRODUCTS

BECOME A PRODUCT OF THE PRODUCT

The most effective way for FFN Distributors to build their business is to become a product of the product. Use them daily and experience the wonderful benefits they provide for weight loss, health and wellness, herbal cleansing, sports nutrition, and skin care. Once you have built your belief in the products, you will notice that people are drawn to your excitement. People follow people.

- The results you get from using the products will give you the belief and confidence you need to recommend them to others.
- People will notice the change in you and ask... "What are you doing?"

Lost 85 lbs



Torrance Nash, MS



START YOUR CHALLENGE

The 90-Day Ultimate Body Challenge is a health revolution that is empowering individuals to find transformation that LASTS! Whether you want to lose weight, get fit, improve your health or run a marathon, you will want to start your own 90-Day Challenge. To qualify for the prizes, vacations, and rewards, you must "Join the Challenge" with a XanoLean Supreme Weight Loss Program on monthly Auto-Ship, "Start Your Challenge" online, and complete the "Enter to Win" process upon finishing your 90-Day Challenge.



SET UP YOUR MONTHLY AUTO-SHIP

Auto-Ship is our monthly convenience delivery plan that enables Distributors to have their XanoLean Supreme Weight Loss Program and favorite FFN products shipped to their front door with no hassles and no worries. You can change, modify, or cancel your Auto-Ship order at any time.

Being on Auto-Ship allows you to participate in the Ultimate Body Challenge and is also a requirement for certain bonuses and incentive programs offered through our lucrative Compensation Plan. Only "active" Distributors qualify for bonuses and commissions. Distributors are considered "active" when they have an Auto-Ship order of \$100 or a Personal Volume of \$150 in a calendar month.

(A XanoLean Supreme Boost Weight Loss Program - \$99 counts as \$100 PV on Auto-Ship.)



WATCH THE MAP VIDEO - [USE THE PRODUCTS](#) - INSIDE THE FFN TRAINING VAULT

WRITE YOUR STORY

One of the most valuable assets in a successful FFN business is having the ability to “tell your story” to people around you. Your story is a brief, sincere, positive, and transparent look at what has happened to you as a result of your personal experience with the FirstFitness Nutrition products and business opportunity.

You will need to create two different types of stories: a product story and a business story.

Be **BRIEF!**

Be **SINCERE!**

Be **POSITIVE!**

Be **REAL!**

PRODUCT STORY...

Here is an example of how you might create your product story:

- A. Before I was introduced to FirstFitness Nutrition, I weighed _____ lbs and wore a size _____ or had a _____ inch waist. I felt _____ (exhausted, stressed, depressed, etc.).
- B: Then I started on the _____ (Ultimate Body Challenge/FFN products, etc.).
- C: And now, after only _____ days, I've lost _____ lbs and _____ inches and have gone from a size _____ to a size _____ and I feel absolutely fantastic. I now have...(more energy, less joint pain, better workouts, etc.).

SAMPLE PRODUCT STORY...

BEFORE

For years I had difficulty controlling my weight and eating habits. I was in unbearable pain, irritable, on blood pressure medication, and I had sleep apnea. My daughter's wedding day was coming up fast, and I knew I had to do something. Then a friend of mine told me about all the weight she had lost and introduced me to FirstFitness Nutrition.

DURING

When I started using the XanoLean Supreme Transformation Weight Loss Program, I weighed in at 294 lbs. XanoLean Supreme cut my cravings, helped me with portion control, and by following the Menu Guide, I have made better food choices.

A HEALTHIER WAY TO LIVE...

I have now lost a total of 94 lbs and 45.5 inches. I no longer take blood pressure medication, my pain is gone, and my sleep apnea is under control. XanoLean Supreme helped me reach my weight loss goals for my daughter's wedding day. My outlook on life is so much better now.



Jeffrey Panhorst, MO

WRITE YOUR STORY

BUSINESS STORY...

Here is an example of how you might create your business story:

- A. Before joining FirstFitness Nutrition, I was working 10 hours a day, six days a week, and still living paycheck to paycheck.
- B. Then one day a friend of mine asked me if I would be open to making some extra money on a part-time basis and he showed me the FFN Business Presentation. I saw a way to finally get out of the rut, and I joined that day. That was three years ago.
- C. In my first 90 days, I earned \$1,400 from my FFN business. In my first year, I earned \$9,500, and now after three years, I am working FFN full-time, earning a six-figure income, driving a new Mercedes-Benz paid for by FFN, and living life on my terms.

SAMPLE BUSINESS STORY...

Full-Time Teachers Earn \$96,500 Working FFN Part-Time!



BEFORE

Before FirstFitness Nutrition our life was very busy. We were full-time teachers, raising two children. But we noticed another couple at the school, also teachers, who were driving a new Mercedes-Benz, looking very fit, and so happy. We got curious and asked them what had changed in their lives. They told us about the FFN business opportunity. And since then our lives have undergone a dramatic change.

DURING

We began using the FFN products.

“I lost 25 lbs, 11 inches, went from a size 12 to a size 4; people really noticed and asked me how I did it,” says Penny.

“We also saw the income earning potential and began working the FFN business part-time,” added Bryan.

LIVING THE DREAM...

Today we are still dedicated teachers, but the difference is we no longer rely on just our teaching salaries. We earn more on a monthly basis with FFN than both our teaching salaries combined. We are Diamond Presidential Directors with FFN and this past year we earned \$96,500. We now get to drive to school each day in a new Mercedes-Benz, paid for by FirstFitness Nutrition. Thanks to the FFN opportunity we get to travel the world, and we have purchased our new dream home.

TAKING YOUR PHOTOS

Your “**Before & After**” photos are the **most powerful tools** in sharing your story with others.



YOUR “BEFORE” PHOTOS

Your “Before & After” photos are **PRICELESS**.

They make your success story powerful and believable. People will see the transformation in you, and want to know how they can achieve their weight loss goals with the FFN products.

Take your “Before” photo immediately, as soon as you begin using the FFN products or join the Ultimate Body Challenge.

HELPFUL “BEFORE” TIPS...

IMPORTANT: When taking photos, stand against a solid color wall.

- Be natural. This is your “before” photo. Don’t minimize your flaws or hold in your stomach.
- No trees or distracting backgrounds.
- Stand in a well-lighted area.
- Wear presentable clothing that shows your current body shape.
- Face the camera, take a full body shot.

YOUR “AFTER” PHOTO

Your “After” photo should reflect your pride of accomplishment and should be a high quality photo (at least 1 MB).

Your “After” photo can be taken by a professional, or a high-quality digital photo is acceptable. Again, it must be at least 1 MB.



Breanne Morris, GA

HELPFUL “AFTER” PHOTO TIPS...

IMPORTANT: When taking photos, stand against a solid color wall.

- SMILE and show excitement for your results.
- No trees or distracting backgrounds.
- Take multiple poses.
- Stand up straight, arms away from your body (one or both hands on your hips - see example).
- Keep legs together, shift your weight to your front or back leg, one foot in front of the other.
- Accentuate your new figure/build by wearing more form-fitting attire.



GENERATE LEADS

Before you begin making a list of people you know, generating leads, and talking to people about the FirstFitness Nutrition products and business opportunity, there are 4 Levels of Learning you need to understand.



WATCH THE MAP VIDEO - [GENERATE LEADS](#)
- INSIDE THE FFN TRAINING VAULT

THE 4 LEVELS OF LEARNING...

There are 4 levels that you will need to go through to learn any new information.

- LEVEL ONE** The Unconscious – Incompetent...
This means that you don't know what you don't know.
- LEVEL TWO** The Conscious – Incompetent...
This means that you now are aware of what you don't know.
- LEVEL THREE** The Conscious – Competent...
This means that you know what to do but you have to think about it.
- LEVEL FOUR** The Unconscious – Competent...
This mean that you know what to do and you don't have to think about it.

By understanding these 4 levels, you now just have to be willing to go through the 4 levels to learn the steps to success. There is only one way to go from level 1 to level 4, practice, practice and practice.

A LEAD VS. A PROSPECT

WHAT'S THE DIFFERENCE?

A **LEAD** is someone whose contact information you already have, such as a name, phone number, or email address. This **LEAD** might come from your contact list or it might be a person who you have just met. Outside of their contact information, you may not know anything else about your **LEAD** or whether they have an interest in weight loss, wellness, or a business opportunity.

A **PROSPECT** is someone who was once a **LEAD** who you have already talked with and is open to finding out more about the FirstFitness Nutrition products and business opportunity. They may not have expressed an interest in trying the products or in the business as yet, but are open to learning more.

BECOME AN APPLE PICKER

An important skill to develop before you get started on making a list and contacting Leads and Prospects is to become an “Apple Picker.” There are generally 4 types of Prospects which we will identify as: Red Apples; Green Apples; Brown Apples; and...Rotten Apples.

Understanding how to identify each type and distinguish the interest level and strengths of your Prospects will help you to focus your time and energy effectively and become more competent at contacting and inviting.



4 TYPES OF PROSPECTS...

RED APPLES

Red Apples are positive, successful, motivated, have a great attitude, and are looking for an opportunity. Spend 80% of your time with those you identify as Red Apples.

GREEN APPLES

Green Apples are positive, somewhat motivated, ask a lot of questions, are skeptical-but curious, and also looking for an opportunity. You should spend no more than 20% of your time with Green Apples.

BROWN APPLES

Brown Apples have a bad attitude, are generally negative, have no or low ambition, and have a J-O-B mentality. Provide Brown Apples with FFN product and business opportunity information, but unless they show a real interest, spend minimal time with them.

ROTTEN APPLES

Rotten Apples are bad apples, and can pull you down. They are negative, may criticize you for joining, and encourage you to quit. Don't spend your time with Rotten Apples!



WATCH THE MAP VIDEO - [BECOME AN APPLE PICKER](#) - INSIDE THE FFN TRAINING VAULT

YOUR HOMEWORK

Use these simple tools to get you started on making your list:

1. **Buy a notebook.** Along with your Red Apples list on page 19, keep track of all NEW contacts you meet on a daily basis (both product and business Prospects).
2. **Gather business cards** and contact lists and organize them in your notebook.
3. **Sort your Prospects** based on 4 criteria: Red Apples, Green Apples, Brown Apples, and Rotten Apples.

MAKE YOUR LIST

You will be **amazed** at just how many people you know!

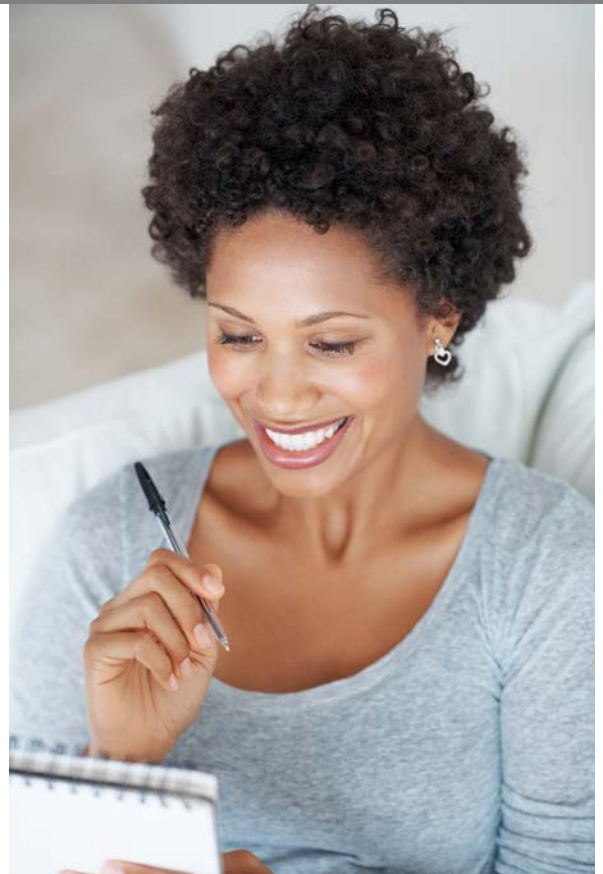
Your contact list is one of the most important tools for launching your FFN business. Remember, 67% of Americans need to lose weight, 60% are in debt, and almost everyone needs additional income.

Start by making a list of your top 25 success-minded people — Red Apples. This will be your first group to contact and invite to look at the FFN Business Presentation.

NOTE: We are using the term success-minded people because we are focused on getting your business off to a fast start. This will identify potential business-builders first. Everyone will have a list of people who need the products, but not everyone who needs the products will want a business.

When talking about the business opportunity, some Prospects might say, “Great, but I would like to try the products first.” You simply sell the products and follow up to see if their interest level in the opportunity has increased.

IMPORTANT: Once you have made your top 25 Red Apples list, use your notebook to make a list of everyone else you know who may be interested in using the FirstFitness Nutrition products, joining the Ultimate Body Challenge, or looking at the FFN business opportunity. Remember, add to your list daily as new names come to mind. Every person on your list also has a list.



WHO DO YOU KNOW?

FAMILY MEMBERS

- Parents/Grandparents
- Brothers/Sisters
- Aunts/Uncles
- Children
- Cousins
- In-Laws

WHO...

- You are friends with on Facebook
- Follow you on Twitter
- You are connected to on LinkedIn
- Live in your neighborhood
- Receive your Christmas cards
- Teach/coach your children
- Was in your wedding
- You went to school with
- Goes to church with you

WHO DO YOU KNOW...

- Who needs extra money
- Who lost their job
- Who dislikes their job
- Who is successful
- Who owns a business
- Who has leadership abilities
- Who works for the State/City
- Who needs to lose weight
- Who just quit smoking
- Who has health issues
- Who is into health and wellness
- Who works out regularly
- Who is a member of your gym
- Who worked with you in the past

WHO IS YOUR...

- Dentist
- Doctor
- Minister/Rabbi/Priest
- Florist
- Lawyer
- Insurance Agent
- Accountant
- Pharmacist
- Veterinarian
- Chiropractor
- Optometrist
- Travel Agent
- Party Planner
- Hair Stylist/Manicurist
- Real Estate Agent
- Dry Cleaner

STEP 5

CONVERT LEADS INTO PROSPECTS



WATCH THE MAP VIDEO - [CONVERT LEADS INTO PROSPECTS](#) - INSIDE THE FFN TRAINING VAULT

This step is about talking with new Leads, using **Openers** and **Audio Business Cards**, and determining whether your Lead is a true Prospect with an interest in your business—a “Red Apple.” You should now have your contact list and understand the “Apple Picker” process.

Begin with your **Openers**. If you see that you are talking with a Red Apple looking for an opportunity, then you would use your **Audio Business Cards**. If your Lead is a Green or Brown Apple and skeptical or negative, there is no need for your Audio Business Cards.

Sometimes you will use your Openers and not your Audio Business Cards, and sometimes you will use your Audio Business Cards and not your Openers. They can be used individually or used together, but your first step must be to determine if a Lead/Prospect is “OPEN.”



THE OPENERS...

Openers are to be used when you first meet someone (a Lead) to determine if they are open to finding out more about your FFN business. You will want to customize your Openers and practice them often. They will provide you with an unlimited supply of new Prospects.

3 BASIC OPENERS

Begin your Openers with one of the following:

- Are you open?
- Have you ever considered?
- Do you keep your options open?

SAMPLE OPENERS...

- Are you open to earning additional income?
- Have you ever considered getting involved in a home-based business to earn extra income?
- Do you keep your options open to making more money on a part-time basis?

YOUR HOMEWORK

Customize and create 5 of your own **Openers** for each sample below. Make sure that you feel comfortable using these statements when talking with your Prospects.

- **5** - Are you open to?
- **5** - Have you ever considered?
- **5** - Do you keep your options open?



WATCH THE MAP VIDEO - **OPENERS & AUDIO BUSINESS CARDS** - INSIDE THE FFN TRAINING VAULT

AUDIO BUSINESS CARDS...

When you meet new people use an **Opener** to qualify them as a Lead. Once you determine if they are a viable Prospect and/or a Red Apple, you will use your own customized **Audio Business Cards**.

Using the following formula, create your own customized Audio Business Cards to generate curiosity and interest when talking with your Prospects. The sample templates given here use Action Verbs, Target Markets, and Benefits.

THE FORMULA

I + Action Verb + Target Market
+ Benefits, so they can + Benefits

- **ACTION VERBS** are what you will do for your Prospect: teach, train, empower, show, help, lead, motivate, build, etc.
- **TARGET MARKET** indicates your Prospect's demographic: stay-at-home mom, single parent, college student, etc.
- **BENEFITS** are your Prospect's positive outcome: earn additional income, work from home, etc.

SAMPLE AUDIO BUSINESS CARDS...

SAMPLE 1

I teach people how to earn \$2K to \$5K per month part-time, so they can quit their job and transition their part-time income into a full-time career.

SAMPLE 2

I show single parents how they can work from home, earn additional income part-time, and spend more quality time with their children.

SAMPLE 3

I train college students interested in becoming entrepreneurs how to earn an income working part-time, and be better prepared to start their own business.

YOUR HOMEWORK

Watch the Openers & Audio Business Cards video, and use this formula to create 10 of your own **Audio Business Cards**. Then, whenever you approach a new Prospect, you will be prepared with just the right formula in place to invite them to a FFN event or FFN Business Presentation.

As you become more comfortable with **Openers** and **Audio Business Cards**, you will begin to create an unlimited amount of new Prospects for your FFN business. Practice them until you become a master prospector.

STEP
6

CONTACT & INVITE



WATCH THE MAP VIDEO - [CONTACT & INVITE](#) - INSIDE THE FFN TRAINING VAULT

Building your FirstFitness Nutrition business can be fun, exciting, and lucrative, with the potential to provide financial freedom for you and your family. For some, however, the thought of contacting people and introducing a new business opportunity, whether by phone, in person or through social media, can be frightening and intimidating, especially when just starting out.

The FFN MAP is designed to help you learn the necessary skills to build a profitable FFN business, and learn how to invite Prospects to meetings, events, webinars, and conference calls.



Inviting new Prospects is one of the most important skills to master. No matter how many leads and Prospects you have in your contact list, if you're not inviting them to a FFN Business Presentation, webinar, conference call, or showing them the opportunity in some way, your FFN business will not grow.

As a FFN Distributor, stay informed on all your available resources to show your Leads and Prospects the FFN business opportunity. Make sure you know the times and dates of webinars, conference calls, and local and national events. Most of this information can be found online at:

firstfitness.com/Office2Office





TYPES OF EVENTS YOU SHOULD INVITE PROSPECTS TO...

ONLINE BUSINESS PRESENTATION

Invite your Prospects to visit your personal FFN website in the Opportunity section, and either personally take them through the FFN Business Presentation or ask them to watch the FFN Business Presentation webinar/video and then call them back immediately afterwards.

3-WAY CALL WITH YOUR SPONSOR

If you don't yet feel comfortable giving a FFN Business Presentation, ask your Sponsor or an Upline Leader to join you on a 3-way conference call with your Prospect to give the presentation.

HOME PRESENTATION

Schedule your first Home Presentation within two weeks after joining FFN. Home Presentations can help accelerate your business and allow you to start making money right away. Invite as many people as possible to these events, and continue to schedule them as you add more contacts to your list.

ONE-ON-ONE MEETINGS

Set up an appointment to meet your Prospect at a neutral location. Bring your FFN Business Presentation, and have an internet connection available to you so that you can enroll them online immediately following your presentation.

CORPORATE WEBINAR & CALLS

Each Tuesday night, FFN hosts webinars and conference calls. The monthly schedule can be found online in Office2Office. These webinars and calls focus on the business opportunity and products. They also feature real-life success stories that generate excitement, inspiration, and demonstrate how your Prospects can also build a successful FFN business.

LOCAL EVENTS

Business Presentations and Super Saturday Trainings are held in different areas around the country. Check in Office2Office or with your FFN Sponsor or Upline Leader for local events. Local events are a great way to expose your Prospects to the FFN products, business opportunity, and allow them to see and hear live product and business success testimonials directly from FFN Distributors.

NATIONAL EVENTS

FirstFitness Nutrition hosts two national events each year, a New Year Rally in January and the National Convention in July. Time and time again people talk about how the excitement, knowledge and testimonials at these events are what motivated them to join and become a FFN success. Invite as many people as possible to these events to help your business grow.

This is where the **fun** begins...**success** starts here!

INVITING SCRIPTS FOR FFN EVENTS

Before you use an Inviting Script, you must first determine if your Prospect is “Open.” You do this by using Openers and Audio Business Cards to qualify your Prospect. Once you have determined that your Prospect is “Open,” invite them to the appropriate event using one of the following scripts.

ONLINE BUSINESS PRESENTATION SCRIPT

Hello Mary. I am hosting an **ONLINE BUSINESS PRESENTATION** on Thursday at 7PM. It is by invitation only and NOT open to the public. If you are available, I can put you on our guest list. Are you available Thursday night?

If No – Are you available next Monday at 8PM?

If Yes – Great, I’ll put you on my guest list. By the way, do you have a friend you would also like me to invite?

3-WAY CALL SCRIPT

Hi John. I am scheduling **3-WAY CALLS** with my Sponsor this week. He/she is a top producer in FirstFitness Nutrition. I have an opening on Tuesday at 1PM. Can I schedule you for that time?

If No – Are you available next Thursday at 7PM?

If Yes – Great, I will let him/her know you will be on the call, and I will talk to you on Tuesday/Thursday.

HOME PRESENTATION SCRIPT

Hello Sally. I am hosting a **BUSINESS PRESENTATION** at my house in two weeks on the 18th from 7PM - 8:30PM. Our presenter will be my Sponsor, Samantha, who is a superstar at FFN. This event is by invitation only and NOT open to the public. If you are available, I can put you on our guest list, are you available on the 18th?

If No – I have another Home Presentation scheduled on the 29th. Would that date work better?

If Yes – Great, I’ll put you on my guest list. By the way, are you coming by yourself or with a friend?

CORPORATE WEBINAR/CALL SCRIPT

Hi Will. My company, FirstFitness Nutrition, is hosting a **BUSINESS PRESENTATION WEBINAR** on Tuesday night at 8PM CST. Are you are available to join the webinar Tuesday night?

If No – The webinars take place every Tuesday night. Can I count on you for next Tuesday?

If Yes – Great, I will forward you an email with the phone number and log in information.

I will call you Tuesday morning to remind you.

LOCAL/NATIONAL EVENT SCRIPT

Hey Tara. FirstFitness Nutrition is hosting a **SUPER SATURDAY** on the 11th from 9AM - 1PM. This event is by invitation only and NOT open to the public. If you are available, I can put you on our guest list. Are you available on the 11th?

If No – Are you available the following month on Saturday, the 6th?

If Yes – Great, I’ll put you on my guest list. By the way, are you coming by yourself or with a friend?



SHOW THE BUSINESS PRESENTATION



WATCH THE MAP VIDEO - [SHOW THE BUSINESS PRESENTATION](#) - INSIDE THE FFN TRAINING VAULT

It's now time to become a professional presenter. All FFN Distributors who want to reach their business and financial goals will need to master the techniques of presenting the FirstFitness Nutrition Business Presentation.

The Business Presentation provides an overview of:

- Our Industry
- Our Products
- Product Testimonials
- Our Company
- Our Compensation Plan
- Business Success Stories



IMMEDIATE ACTION STEPS TO TAKE...

1. So that you can see how to do an effective FFN Business Presentation, go to your personal FFN website in the Opportunity section or log in to Office2Office (Marketing Tools), where you will find a webinar/video. We recommend you watch the presentation several times, and then sit down with a team member, Sponsor or Upline Leader and practice doing the presentation.
2. You should also attend a home presentation, an online webinar, one-on-one presentation, or a local business opportunity meeting with your Sponsor or Upline Leader as soon as possible to see how other Distributors present the FirstFitness Nutrition business opportunity.
3. If you attend the FFN Business Presentation with your Sponsor or Upline Leader, you should record it so that you can learn how to do the presentation yourself.
4. Initially, you may want to ask your Sponsor or Upline Leader to do the first few presentations so that you can become more confident in presenting it yourself.

FFN BUSINESS PRESENTATION RESOURCES:

- The FFN Business Presentation and webinar/video can be found on your personal FFN website in the Opportunity section.
- To download or print the FFN Business Presentation, log in to Office2Office under Marketing Tools.

MAKE IT YOUR PERSONAL GOAL TO BECOME A PRESENTER

Important: Make a commitment to show the FFN Business Presentation weekly. We recommend you begin with at least 3-5 times a week, and each week work toward increasing your numbers.

HOST A HOME PRESENTATION

Sharing the FirstFitness Nutrition products and business opportunity is at the heart of building your business. Following these guidelines will show you the steps for hosting a Home Presentation and how to have fun with it.

Hosting your presentation as an informal gathering in the comfort of your own home is an effective way to show friends, family members, and co-workers the life-changing FFN products and business opportunity.

The FFN Home Presentation allows you to show your guests how they can lose weight and improve their health with the FFN products. Your guests will be able to hear product success stories, sample the products, learn how they can save money on the products as a FFN Distributor, and also learn how the FFN business opportunity can change their financial future.



BEFORE YOUR HOME PRESENTATION...

- Choose a date for your Home Presentation and confirm it with your Sponsor/Upline Leader.
- Use your Contact List from the FFN MAP Training to invite your friends, relatives, neighbors and co-workers. Remember to focus on your “Red Apples.”
- Begin inviting your guests 1-2 weeks in advance.
- We recommend inviting your guests in person or by phone.
- Order products to have on hand for sales and sampling.
- Order brochures, promotional material or handouts for your presentation.

HOME PRESENTATION SUCCESS TIPS:

- Follow up your personal invitations via email and social media, with date and time reminders.
- Your guests might feel more comfortable if you suggest they bring a friend. You can also offer a gift or product to those who bring someone.
- Always “over-invite.” If you want a group of 8 - 10 guests, invite 16 - 20 guests.
- Also invite your Sponsor, fellow Distributors and Customers to come and share their stories. Your guests will be motivated and more excited about the FFN products and business opportunity after hearing real life stories.
- 3 days before your Home Presentation, call or email to confirm guests with time, date, etc., reconfirm the date and time with your Sponsor/Upline Leader, and continue to promote your Home Presentation through social media.

DURING YOUR HOME PRESENTATION...

- Allow at least one hour to set up your product display, samples, product order forms, and Distributor Applications.
- Have a sign-up sheet (for guest names and contact info) either located near the entrance or to pass around the room before beginning your presentation.
- Greet guests enthusiastically and invite them to try some product samples.
- Serve Body FX Shakes, SPN, Biomega, and Zavita, etc. as your guests arrive.

OFFER IT WITH A BRIEF COMMENT...

“This is our delicious meal replacement shake, Body FX, which helps with weight loss.”
OR “Try our healthy energy drink, SPN Energy. It is sugar-free and it tastes great.”

- Begin the meeting by telling “your story.” Tell them your WHY, how you got started in FFN, and why you’re so excited about your FFN business.
- Invite your guests/other Distributors to share their product and business success stories.
- Show the FFN Opportunity video.
- Then, take your Prospects through the FFN Business Presentation.

CALL TO ACTION...

Once a person has looked at the FFN Business Presentation, they generally fall into one of three categories.

A. Following the FFN Business Presentation, explain the three categories below to your Prospect:

- #1** - They immediately like the business opportunity, it makes sense to them, and they are ready to join.
- #2** - 80% of people fall into this category. They like what they see, but they have questions. If they are satisfied with your answers, they are then ready to join.
- #3** - Some people will not be interested in the business at this time, but are willing to try the products.

B. Then ask your Prospect:

**“BASED ON WHAT YOU HAVE SEEN TODAY,
DO YOU SEE YOURSELF AS A...1 - 2 - 3?”**

(Keep quiet until they respond.)

C. If they respond with:

- #1** - Immediately enroll them online
- #2** - Answer their questions and then enroll them online
- #3** - Sell them product

There’s no time like the present to **plan** your **next** FirstFitness Nutrition **Home Presentation!**

STEP 8

FOLLOW UP

Your fortune is in your commitment to follow up. As a FFN Distributor, you must learn and master the follow-up process. It will increase the rate at which your new Prospects become FFN Distributors. *Your financial success is a direct correlation to how well and how often you follow up with your Prospects.*



WATCH THE MAP VIDEO - [FOLLOW UP](#)
- INSIDE THE FFN TRAINING VAULT

THE NEED FOR FOLLOW-UP IS IMMEDIATE...

- Once you have a Lead, you follow up to make them a Prospect.
- Once they become a Prospect, you follow up to show them the FFN Business Presentation or get them to an event.
- You then follow up to overcome objections, and see what their level of interest is in joining your FFN business.



EFFECTIVE FOLLOW UP TIPS...

- Never let a Lead or Prospect leave a presentation without a commitment to the next step. Make sure you schedule a follow-up with your Prospect.
- All Prospects open to the FFN business opportunity should be contacted within 24 to 48 hours. You may get a yes or you may get a no, but you must take it to this step.
- If you don't enroll them immediately after your presentation, set up a meeting with your Prospect to do the follow-up.
- If possible, ask your Sponsor or Upline Leader to join you to do the follow-up until you feel comfortable with this process.
- If you can record your Sponsor or Upline Leader while they do the follow-up, do so. This will help you to better learn the process.

FOLLOW UP USING A 3-WAY CALL:

If possible, record the call to play it back and fine-tune your technique.

- First get your Sponsor or Upline Leader on the line and then call your Prospect.
- Introduce and edify your Sponsor or Upline Leader as an authority in the FFN business.
- Let your Sponsor or Upline Leader take over. Be sure to take notes and don't interrupt the follow-up presentation. Let them do the entire close.

By using these techniques, and learning the follow-up script you will develop the skills to follow up effectively and enroll new FFN Distributors.



HELP THE PEOPLE YOU SPONSOR

This is the biggest *missed* step in the *business!*



What you have learned in the FFN MAP Training and in the FFN Training Vault so far is essential to your business. This material is also essential for each new Distributor you bring into the business.

Traditionally, the industry has been known to have a great deal of turnover. This is because when a new Distributor joins the business, they don't receive the necessary training to get their business moving immediately. They lose interest and they fall away. This is a missed opportunity!

When you sponsor a Distributor, spend quality time with each new Distributor you enroll. Develop, encourage, cultivate, and train your team of rising stars, and get them off to a successful start using the FFN MAP and library of training videos in the FFN Training Vault.



WATCH THE MAP VIDEO - [HELP THE PEOPLE YOU SPONSOR](#) - INSIDE THE FFN TRAINING VAULT

GETTING A NEW DISTRIBUTOR STARTED...

- Show your new Distributors how to log in to Office2Office and access the FFN MAP.
- Schedule at least 2 hours with your new Distributors by phone or in person to go over the FFN MAP Training.
- Once your new Distributors have completed their FFN MAP Training, have them practice the Openers, Audio Business Cards, and Inviting Scripts along with you.
- Teach them to use the Daily Activity Tracker (DAT).
- Schedule a follow-up meeting to recap the basics.
- Schedule time to show the FFN Business Presentation to their Red Apples
- Teach your Distributors how to invite their Red Apples to the scheduled FFN Business Presentation.

STEP 10

PLUG YOUR TEAM INTO THE FFN MAP



WATCH THE MAP VIDEO - [PLUG YOUR TEAM INTO THE FFN MAP](#) - INSIDE THE FFN TRAINING VAULT

When a Distributor gets “plugged in,” this means they are taking advantage of every available resource. They are connecting with their Sponsor and Upline Leader, attending FFN events and presentations, getting on the webinars, and conference calls following the FFN MAP, and using all the support available to them.

Every new Distributor who uses these resources can build a successful FFN business. As a “Sponsor” to a new Distributor, set aside time to help your new Distributor get familiar with FFN and teach them how to access the FFN MAP and Training Vault so that they can master the basics.

IMMEDIATE ACTION ITEMS...

1. **MARKETING TOOLS**

FFN has an abundance of online information in Office2Office, as well as brochures, and other printed material that can be ordered. The information is available by logging in to Office2Office, which you access through your personal website, (choose Distributor login). If you have questions or need additional information, call your Sponsor, Upline Leader, or Customer Service at 800.621.4348.

2. **ESTABLISH A LINE OF COMMUNICATION WITH YOUR SPONSOR OR UP-LINE LEADER**

It is very important as a new Distributor that you establish a frequent line of communication with your Sponsor or Upline Leader to provide support in building your FFN business.

3. **LOG IN TO OFFICE2OFFICE DAILY**

Office2Office is how the company communicates with the field. Here you’ll find a calendar of events, breaking news, promotions, training, and other product and marketing resources. Schedule them on your calendar and participate in all events, webinars and conference calls.

4. **USE THE FFN TRAINING VAULT DAILY**

We recommend that you visit the FFN Training Vault in Office2Office on a daily basis and watch the FFN MAP videos, as well as product training, Go4Gold training, and other material.

5. **SCHEDULE YOUR 1ST HOME PRESENTATION WITHIN TWO WEEKS AFTER JOINING FFN**

Contact and invite friends, family, and business associates to learn about your new business venture with the FFN products and business opportunity.

6. **COMMIT TO BE ON THE WEEKLY WEBINAR/CONFERENCE CALLS**

FFN hosts monthly Kick-Off, Product Training, Business Training and Business Presentation webinars and calls. Add them to your calendar and commit to being on each. Check Office2Office for upcoming webinar and call details.

7. **ALWAYS HAVE YOUR SPONSOR’S CONTACT INFO ON HAND**

Name:
Phone:
Email:

8. **ALWAYS HAVE YOUR UP-LINE LEADER’S CONTACT INFO ON HAND**

Name:
Phone:
Email:



USE

CONNECT

SHARE

FFN MAP CHECKLIST

Write down your Distributor ID and personal FFN website address

My Distributor ID # is: _____

My personal FFN website address is: _____

- Step 1:** Determine Your Why
- Step 2:** Make a Commitment
- Step 3:** Use the Products
- Step 4:** Generate Leads
- Step 5:** Convert Leads Into Prospects
- Step 6:** Contact & Invite
- Step 7:** Show the Business Presentation
- Step 8:** Follow Up
- Step 9:** Help the People You Sponsor
- Step 10:** Plug Your Team Into the FFN MAP

NOTE: The Daily Activity Tracker (DAT) will increase your awareness of your sales, activities and performance, save you time, and increase your income. The DAT booklet is included at no cost in the FFN Distributor Kit. Additional copies of the DAT booklet may be ordered online in Office2Office.

*It's more than a business...
It's a way of life!*



FIRSTFITNESS
NUTRITION®