

The Science of
Creating Wealth with
the Remote Control – Simple System

It is **not time consuming**, **not expensive** and **is simple & easy** to follow.

Plug into the step by step system with **patience** and **discipline** and the principles of duplication and geometric growth will take you in the financial direction you desire.

Step 1. If you are not already a member, go to the persons Shaklee website that introduced you to the RMCSS. Click on “**Join Shaklee**”, then, click on “sign up now”. Join as a member for **\$19.95**. This is the least expensive way to start the program* and as a member, will allow you to **purchase products at discount** directly from your own Shaklee site. (**Our goal is to always protect your financial risk and for you to have the least expense possible.*)

Step 2. You will receive an email from Shaklee explaining how to login in as a member. **Log in as a member and click on shopping.** Evaluate the product lines and order products that are of interest to you. Order at least 100 point value of products or more. It is highly recommended that you order similar products that you are already using but purchasing at retail stores, **** (such as nutritional supplements, cleaning supplies, personal care, home care etc...)** (Ask the person that introduced you to the RMCSS for guidance in product choice.) (***Our goal is to always protect your financial risk and for you to have the least expense possible.*)

Important: Each month, order a minimum of 100 point volume worth of products.

For the first 60 days (**two months**), you will simply use and evaluate the products you are purchasing and using.

Be patient. The system is beginning. (*Wealth is created by factors that are working even when you are not.*)

If you would like a cassette tape that explains the Remote Control – Simple System, mail a \$5 check to: Stan Pace, 136 James Richardson Lane, Rogersville Tn 37857

After 60 days (two months) Begin step 3

Step 3.

Check the red box when completed:

Join the Creating Wealth with RMCSS **free** training site: in www.yahoo.com join us at <http://finance.groups.yahoo.com/group/RMCSS/>

Log into your members only section at www.shaklee.net/members. Click on “website” at the top menu bar. Purchase your (PWS) **Shaklee Personal Web Site**. This how prospects will sign up into your organization.

: **Auto ship is recommended**. Shaklee will notify a week before each auto ship to see if you want to continue the auto ship or make changes. **To place order, login to your members section and click on “shopping”**.

Remote Control – Simple System Coaching call:
Wednesday night's 9pm est. 605-475-6406 pin12075

Step 4. Touch 5 people per day by US mail from your list of 100. (Budget: The monthly cost will be \$40 for stamps and not more than approximately \$35 for item mailed which total less than \$75 per month for the marketing portion of your business.)

Add 5 people to your list per day that you are mailing to. Doing this 5 day per week, will allow you to create a list of 100 by the end of the month. (At the end of the 30 days, your list should be complete and each of the 100 people on the list will have received “Foundation Products” brochure.) See Appendix D for who to have on the list.

See Appendix E for the format to keep list on spiral notebook.

(Step 4) RULE 1: Only have people you personally know on your list.

(Step 4) RULE 2: NEVER have more than 100 or less than 100 on list. (Changing the list? Only remove someone from the list of 100, if you come across someone you feel is better qualified to be on the list.)

(Step 4) RULE 3: Always hand address envelope.

(Step 4) RULE 4: You will mail once per month, to each of these same people permanently or unless you replace them.

What to mail:

Click on murielflyers.com to learn about her mail out ideas. **User Name:** "user" **password:** "flyers"

Each month, download and print one of these flyers and mail one to each of those on your list.

Did you know?- Find only 2 people per year that will do exactly as you, and you can reach Master Level* Income within 5 yr period: (*Residual income of \$372,800 (see appendix B):

Step 5. (“NEVER present without consent”.)

Important: Focus on the value and benefit of the products when allowed to present. People that enter for business reasons before they value the products, will be short term.

(Step 3) RULE 1: Never mention Shaklee or the flyers when you have personal contact with those you are mailing to unless they mention it first.

If they do not mention it, they are not interested for now.

(Step 3) RULE 2: We do not bother, but find those that are interested.

(Step 3) RULE 3: Short and simple responses.

The great mistake in prospecting is giving too much information. Arouse their curiosity, do not satisfy it.

What to do when someone responds or shows interest to Shaklee. (*They have “given you consent to present”.*) This means they have simply responded in a polite manner that they received the information.

When they mention it, Simply Follow the ABCs’

Remember these words: Ask, Smart, Recommend

Step A: ASK

When given **consent to present**, or they say “I got the information...”
“**ask**” “Did it look of interest to you?”

Step B: SMART

If they still appear positive, (given **consent to present**), share the fact.
“If you evaluate these products closely, you will find that they are a
“**smart thing**” to incorporate into your life because of the benefits.

Step C: RECOMMEND

If they still appear positive, (given **consent to present**), recommend.

“I **RECOMMEND** you try the products.

If they are ready to try them, give them the option to purchase at retail or sign up for a membership.

Note: Important item to get to those that show interest is the “Shaklee Product Guide” item #72085U. Once it is mailed or given to those that are interested, “do not present again unless given consent” (do not mention unless they do.)

Move on **their window** of time, not yours. People make decisions based on their reasons, not yours. **Honor and respect that.** **Be a Pro** at the RMCSS. If the time becomes right for them, great. If not, that is Ok.

Following these 5 rules will drive you to your financial goal.

Rule #1 -Do NOT **bother** or **waste your time** or **try to convince** those that are **not** interested.

RULE #2 - All activities necessary to accomplish the task, must be focused on the “**main thing**” (“See Circle of Pros” Appendix A *)

- (1)**Bring** (expose)
- (2)**Look** (for interest)
- (3)**Teach** (system)

RULE #3 - “If it does **not duplicate**, do **not** participate”.

All activities for the average participant must be:

- **simple to follow**, - **inexpensive to perform**,
- **minimal time consuming**, - **requires no sales skills**,

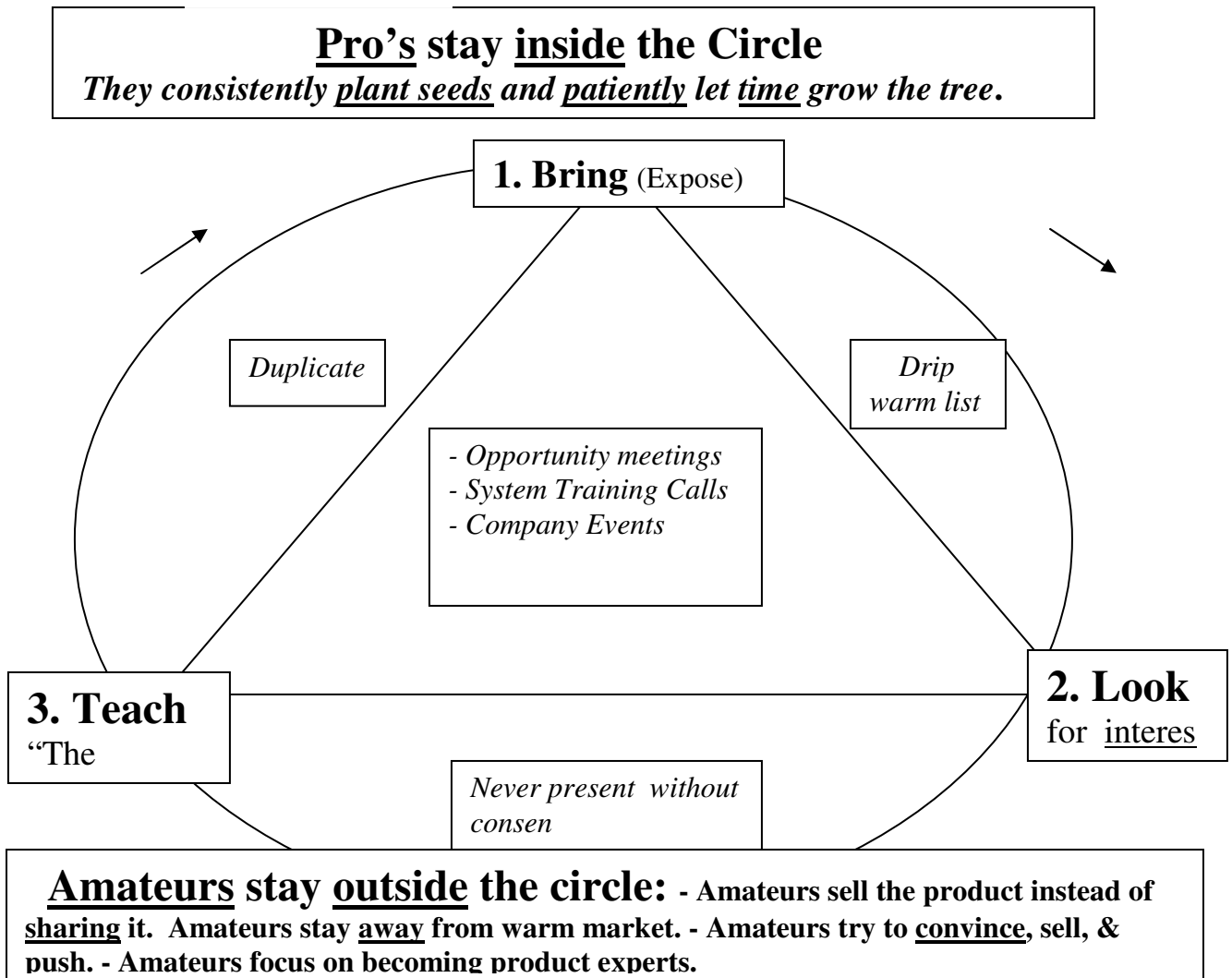
RULE #4 - **Fifteen minutes** per day, **5 days per week** is required.

RULE #5 – **Self Discipline** to **sustain** the simple task of “lightly touching” for the **length of time** required to **find 3 people that understand the value of Shaklee and follow this system.**

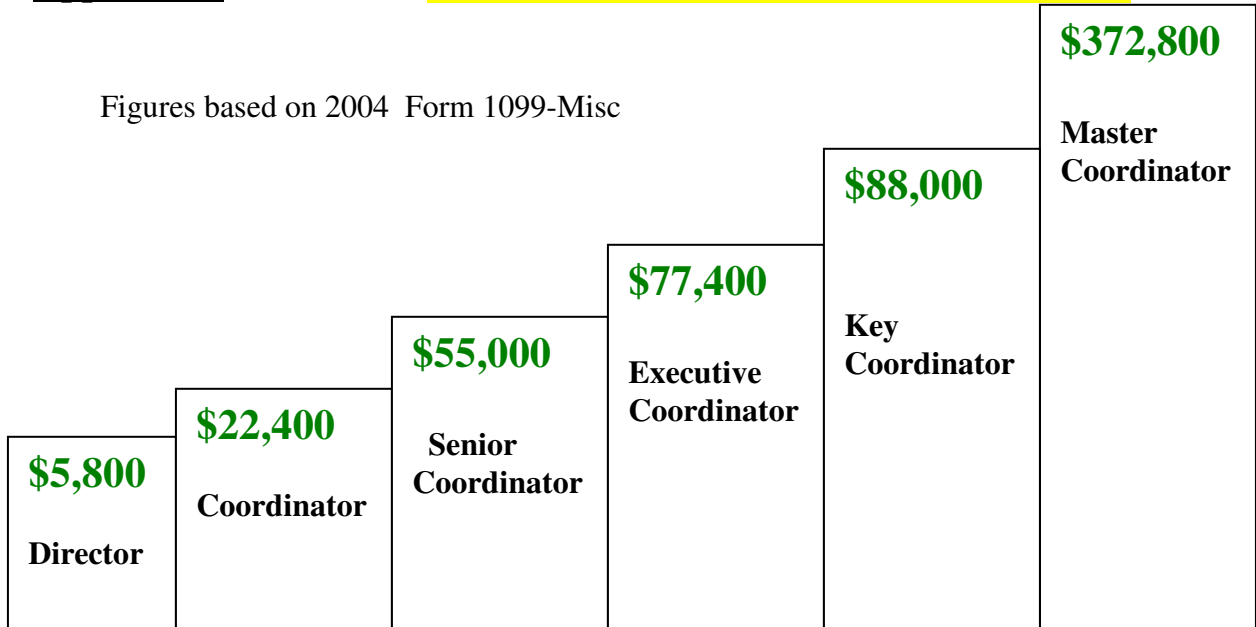
Step 6 Remote Control – Simple System TRAINING CALL:
Wednesday night's 9pm est. 605-475-6406 pin12075

Step 7 Attend the Annual Shaklee Global Conference

Appendix A



Appendix B: SHAKLEE ANNUAL AVERAGE INCOME BY RANK



HOW LONG TO REACH MASTER?

Figure A : Shows what would take place if each person found only one person every 6 months that duplicates the system. (Masters have a minimum of 100,000 Business Group PV)

Figure A

<u># of Reps</u>	<u>Group PV</u>	<u>Time</u>	<u>Rank Reached</u> (based on group volume)	<u>Annual Income</u>
1	\$100.00	First month		
2	\$200.00	6 months		
4	\$400.00	1 yr		
8	\$800.00	18 months		
16	\$1,600.00	2 yrs		
32	\$3,200.00	30months	Director	\$5,800.00
64	\$6,400.00	3 yrs		
128	\$12,800.00	42months		
256	\$25,600.00	4 yrs	Executive Coordinator	\$77,400.00
512	\$51,200.00	52months	Key Coordinator	\$88,800.00
1024	\$102,400.00	5 yrs	Master Coordinator	\$372,800.00

NOTE: If the average time was 4 months instead of the 6 months in the above example, a person would reach the Master Rank in less than 3 & 1/2 years!

Appendix C:

How can simply mailing 5 envelopes per day, five days per week be so effective. *As you watch these numbers, be reminded the powerful products that we are sharing.*

1 person is found every six months that addressed 5 envelopes per day as you and each does the same. Here is what the number of warm market people being touched in a non threatening way about the Shaklee.

End of 6 Months = 200 people per month receiving information

End of 12 Months = 400

End of 18 Months = 800

End of 24 Months = 1600

End of 36 Months = 3200 people per month being touched.....

- With 3200 people per month being touched in your group, do you think activity will be taking place?
- Are you willing to spend 15 minutes per day?
- Are you disciplined enough to stick with it for the long haul?

*Understanding the effectiveness of this simple process and how it grows exponentially in massive numbers, shows that the only reason someone would not succeed is by not having the discipline to stickin with it. Once the simplicity and power is understood, how could you not continue? *Join us as we develop Masters.**

Appendix D – Who should be on the list?

One of the most critical items that will affect the potential outcome is who you have on your list.

When you first begin, you should put down everyone you can think of to get 100 on your list. As time goes on, you should delete some names in favor of some who more closely **fit** the Target Market criteria:

(The following is a guideline of criteria to keep in mind).

- They like and **respect** you.
- Middle to upper **income level**. (In the financial position to afford the superior quality of Shaklee.)
- **Healthy lifestyle** is a priority in their life.
- **Females** tend to do well.
- **40+** age group

The Father of Guerrilla Marketing

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Take a reality check to determine how clearly you understand what your prospects are thinking each time they look at your advertisement.

The owner of a small business takes a leap of faith and contracts to run a weekly ad in the local newspaper with a frequency of once a week for a full year. After five weeks, the results displease him so much that he cancels his contract.

Five ads in five weeks seems like a lot of frequency in marketing. Five exposures do, indeed, establish some momentum. But they don't even come close to create enough desire to motivate a sale. To truly comprehend how much frequency is enough to spark that sale, you've got to know just what your prospects think from each exposure. Here is exactly what each one thinks as he or she looks at the ad you've run:

>>The first time a man looks at an advertisement, he does not see it.

>>The second time, he does not notice it.

>>The third time, he is conscious of its existence.

>>The fourth time, he faintly remembers having seen it before.

>>The fifth time, he reads it.

>>The sixth time, he turns up his nose at it.

>>The seventh time, he reads it through and says, "Oh brother!"

>>The eighth time, he says, "Here's that confounded thing again!"

>>The ninth time, he wonders if it amounts to anything.

>>The tenth time, he asks his neighbor if he has tried it.

>>The eleventh time, he wonders how the advertiser makes it pay.

>>The twelfth time, he thinks it must be a good thing.

- >>The thirteenth time, he thinks perhaps it might be worth something.
- >>The fourteenth time, he remembers wanting such a thing a long time.
- >>The fifteenth time, he is tantalized because he cannot afford to buy it.
- >>The sixteenth time, he thinks he will buy it some day.
- >>The seventeenth time, he makes a memorandum to buy it.
- >>The eighteenth time, he swears at his poverty.
- >>The nineteenth time, he counts his money carefully.
- >>The twentieth time he sees the ad, he buys what it is offering.

The list you've just read was written by Thomas Smith of London in 1885.

But here we are beginning a new millennium, so how much of that list is valid right now, today? The answer is all of it.

Guerrillas know that the single most important element of superb marketing is commitment to a focused plan. Do you think commitment is easy to maintain after an ad has run nineteen times and nobody is buying?

It's not easy.

But marketing guerrillas have the coolness to hang in there because they know how to get into a prospect's unconsciousness, where most purchase decisions are made. They know it takes repetition. This knowledge fuels their commitment. Anyhow, they never thought it was going to be easy.

As real estate is location location location,
marketing is frequency frequency frequency.

Have a wonderful and profitable week!

Jay Conrad Levinson

Appendix G: Width/power legs

- Position personally sponsored first 3 reps wide (first level to yourself).
- Place each additional personally sponsored rep under one of these.
- From this point, always place a new personally sponsored rep at the bottom of one of these 3 legs.
- Do not start a 4th leg until one of the 3 original legs has reached director level.