

WORKBOOK

JUMP START!

Congrats!
**You're a business
owner!**

Undoubtedly you have many questions—and we have some for you too! Your answers to these questions will help your Sponsor or Upline Leader know exactly how they can be walking alongside you, and supporting you, as you learn about your new business.

YOUR WHY



To begin, we'd like to invite you to dream a little. Ask yourself the following questions and make a mental note of the first things that come to mind. Don't censor yourself! Next, jot down some of those thoughts below:

What might you like to HAVE (or have more of) in life?

**Uncovering your WHY for doing this
business almost always involves a WHAT.**

Take a moment to set two specific "what" goals for yourself, as you jump into your business:

What might be something you would like to DO, perhaps for the first time, or do differently?

What would you like to BE? Be a part of? Be more into?

STEP 1:

Ask yourself: What would I like to get from my business, in exchange for the effort I'm putting forth?

STEP 2:

Rather than thinking broad, long term, think about small, more immediate needs that your business could potentially fulfil. Do you need to get your car fixed? Do you need extra money for clothing or shoes? Do you need a new cell phone- or how about an iPad or computer for your business?

Write this short term goal in the space provided:

In order to begin making this a reality for you, what would you like to see on your paycheck this month? Write this check out to yourself, as a tangible reminder of what you're working towards.

M O N A T

DATE: _____ **\$**

PAY TO THE ORDER OF: _____


Rayner Urdaneta
CEO


Luis Urdaneta
CHAIRMAN


Stuart MacMillan
PRESIDENT

STEP 3:

Expand your thoughts to something further out; something that may take a little bit of time to build up to it. How cool would it be if your business earnings made your house payment each month? Would you like for your business to pay for your family vacations every year? How freeing would it be to pay off a burdensome credit card balance?

Write down a "mid-term" goal that you would like to work towards:

This exercise increases in power when you share it with someone. Share your answers with your Sponsor or Upline Leader in the next 72 hours.

**I WILL MEET WITH
MY SPONSOR
OR UPLINE LEADER ON:**

DATE / TIME

Whether you're ready to jump into your MONAT business cannonball style, or would prefer to dip a foot in to test the water first, we want to make sure you have all the information you need to maximize your time and investment. Consider this your step-by-step guide to activities guaranteed to jump-start your business. It all starts with **who you know**.

WHO DO YOU KNOW WHO...

Admittedly has more bad hair days than good?

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.....

Tends to have more "month left over at the end of their money" than money left over at the end of their month?

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Is your personal source for wisdom and inspiration?

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You would love to spend more time with?

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Has regular appointments with their hair stylist?

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Would rather work from home to be with their babies or grandbabies to see those milestone moments?

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Has the gift of "connection" and seems to know people everywhere they go?

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Is conscientious about what they put into and on their body?

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Has mentioned their frizzy/dry/oily/thinning hair at least once in the past year?

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Is a "serial-preneur", still seeking the right business fit?

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Tends to be "in the know" about fashion, style, and beauty trends?

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Is beautiful both inside and out and doesn't realize it (or believe it when you tell them)?

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SHARE THE LOVE

Ours is a simple, people-focused business. The more people you introduce to MONAT, the more you'll earn. We know that starting up and working your MONAT business isn't necessarily easy, but it is simplistic in nature—it's about sharing with people what you know and love. This should be familiar space to you because we do it frequently without even thinking about it! People make recommendations all the time. We recommend restaurants, babysitters, service providers, hair stylists... *and products that we have a great experience with.*

And THAT is how we "do" this business. One of the fastest ways to get a return on your initial business investment is to begin sharing MONAT with the people closest to you. These are great people to "practice" with because they are people who know, like, and trust you. Plus, who wouldn't want to surround themselves with a team of their besties!?!?

While you could blast out some emails—or post about MONAT on your favorite social media channels—we highly recommend you make your invitations to experience MONAT more personal. After all, ours is a pretty personal business when you consider that we're talking about someone's crown of glory!

Sharing MONAT with someone doesn't have to be complicated. And whether you're inviting someone to your Meet MONAT business launch, to check out MONAT from the business perspective, or simply to experience a sample, the invitation structure is essentially the same.

How do I begin to share? Simply invite them to an **experience** through a sample or an event. Based on what you know about them, come up with a personal invitation using this formula:

You + Story + Open-Ended Question

YOU	+	STORY	+	OPEN ENDED QUESTION
<p><i>"You have always encouraged me to step out of my comfort zone..."</i></p> <hr/> <p><i>"I've been thinking about what you shared with me about wanting to be able to stay at home with Jacob & Riley..."</i></p>	<p><i>"...so I did! I'm jumping, cannonball style, into a business that helps people love their hair again with a naturally based hair care line—and I've got a sample with your name on it! Even after one use, the results are amazing..."</i></p> <hr/> <p><i>"...I don't know if this would be a fit for you or not, but I thought I'd ask because I've been meeting people with similar stories who are making this happen for their families—and with a bottle of shampoo, of all things!"</i></p>	<p><i>... What are your thoughts on stopping by next Thursday at 7:00 PM to hear more over a glass of wine?</i></p> <hr/> <p><i>"...what do you think about taking a look at this business with me, just to see if it's something that could help you to do that? We could do this together!"</i></p>		

CREATE A PERSONAL INVITATION OF YOUR OWN BELOW:

YOU: _____ Story: _____ Open-Ended Question: _____

YOU: _____	Story: _____	Open-Ended Question: _____
_____	_____	_____
_____	_____	_____
_____	_____	_____

YOU: _____	Story: _____	Open-Ended Question: _____
_____	_____	_____
_____	_____	_____
_____	_____	_____

SELECT SAMPLING

Let's start with what makes MONAT products unique. The simplest answer is **REJUVENIQE™ Oil Intensive**.

REJUVENIQE Oil Intensive is our proprietary blend of unique botanical oils that replaces the body's own natural oils and provides long-lasting shine to the hair without the damaging effects of silicon. It's a pre-shampoo treatment, leave-in finishing treatment, anti-frizz, and facial moisturizer ALL IN ONE.

And here's what makes MONAT different—we've infused REJUVENIQE into most of our products. When you combine this powerful oil infusion with a complete haircare line for cleansing, conditioning, hydrating, styling, and promoting healthy hair that is uber-conscientious to avoid harmful chemicals, you've got yourself a healthier alternative that benefits your body as well as the appearance of your hair.

OK—now let's talk sampling.

We've put together the perfect sampling combo that makes this part of the business super simple. In fact, it's a system we recommend all of our Market Partners use, whether they're seasoned leaders in MONAT or if they're just starting out. We call it "**Select Sampling**".

The **Select Sampling product combination** is ideal because it takes the guesswork out of which product or system to give to a prospective customer. With a little bit of instruction before use, you can be confident that your potential customer's experience will give them that "I can't stop touching my hair" feeling, which is sure to leave them wanting more!

When sharing MONAT with a prospective customer, give them sample packets of **Revive Shampoo, Replenish Masque, Revitalize Conditioner, and Rejuveniqe Oil**.

The **Revive Shampoo** is part of the Volume line, but don't let an already voluminous head of locks deter you from sampling this secret weapon against damaging product build up. We've intentionally partnered this gentle yet effective cleansing agent with a repairing product from the Balance line called **Replenish Masque**. It will restore life and "bounce-ability" back to your hair.

The **Revitalize Conditioner** sample delivers weightless moisture as it locks in the protein-rich Replenish Masque treatment.

And here's the "cherry on top": A sample of **REJUVENIQE Oil Intensive**, to be used as a pre-shampoo oil treatment or a finisher. Your potential customers will not be able to keep their fingers out of their luscious locks, even with one use of this dynamic system!

The key is to make sure they know how to use the products properly. Before trying the samples, you'll want to give your prospective customer the 4-1-1 on what they're about to experience. **Instruction cards** are available to give them, along with the samples, but don't assume they will take the time to read them. Sharing your personal experience will reinforce the desire to go home and give it a try sooner rather than later, and it

*And the **ONLY** way
you can know **WHAT** they'll
experience is to
try **Select Sampling** yourself..*

We promise—you will not be able to keep your fingers out of your hair!

STEP 1 Wash Twice with Revive Shampoo
With the first wash, you may not get as much lather as you're used to with your other brand, and that's OK! It means our shampoo is doing its job of breaking down residual product and oil build up. The second wash will ensure all the residue from the old products are removed. Rinse thoroughly. What you'll notice is clean hair that is ready to receive some nourishment and moisture!

STEP 2 Apply Replenish Masque
Next, use a nickel-sized amount of the REPLENISH MASQUE sample, massaging this protein-rich treatment into your scalp and throughout the strands. Be sure to leave it on for 5-7 minutes. Rinse thoroughly.

STEP 3 Condition
Put a nickel-sized dollop of Revitalize Conditioner into the palm of your hand, and rub your hands together before massaging into your wet hair. Work the conditioner into your scalp and through the strands of your hair. Rinse thoroughly.

STEP 4 Style
Blow dry or diffuse your hair and style as you normally would.

STEP 5 Finish
Add two drops of REJUVENIQUE to the palm of your hands, rub your hands together, working the oil up to your fingertips, then gently "pull" the oil through the ends of your hair.

Depending on the texture of your prospective customer's hair, you may want to be prepared with this additional sample. Texture and coarseness definitely vary with ethnic hair types, so you'll want to amp up the much-needed moisture for these particular beauties.

They'll want to add 2-3 drops of REJUVENIQUE to the Replenish Masque.

For additional moisture at the finish, we recommend a nickel to quarter-sized amount of Restore Leave-in Conditioner. They'll want to rub it into their hands and then work into wet hair, ensuring that those captivating curls get their deserved attention.

In addition to experiencing these products for yourself, it may be helpful to read up on some of the key features of these products. Product Information Sheets are available to download and print in your Back Office.

THE FOLLOW UP

Here's what we know: fortune truly is in the follow up when you're sharing samples with people. Make an agreement with yourself that you will follow up with every single person you share a sample with. Circling back to each person will ensure that you are getting the best return on your time and resource investment.

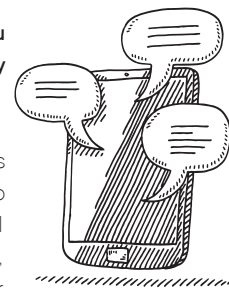
And here's how you do it...

1. GET EAR TO EAR

Using their preferred method of communication, get them "ear to ear" with you. In other words, if they text, text them. If they email, email them. If they Facebook message, send them a FB

message. Simply say, "Do you have a quick minute to talk by phone?"

Oftentimes, important details are missed by people who "speed read" through digital communication. Having a living, breathing individual on the other end of the phone line (or better yet, in person), will ensure your enthusiasm and instructions are received loud and clear.



2. ASK THEM ABOUT THEIR EXPERIENCE

Once you're ear to ear with them, ask them about their experience. You could say something like, "So, what did you love about the samples you tried?"

3. SHARE THEIR OPTIONS AND PROVIDE MORE INFORMATION

When the person you've sampled shares with you that they had a great experience, this is when you can let them know about the three ways they can participate in our Healthy Hair Revolution. You could say something like, "MONAT has a few ways you can participate in our Healthy Hair Revolution— you can have all the MONAT you want and pay full price and shipping. Or you could join our VIP program and get a 15% discount FOR LIFE— in addition to FREE shipping on your favorite system. OR, you could make some money sharing your favorite MONAT products with others. Which option would you like to know more about?"

Every once in a while, a little bit of troubleshooting may be necessary for people who didn't love their first experience. Results may differ depending on a couple of factors, including whether or not they used the product properly, and hair coarseness.

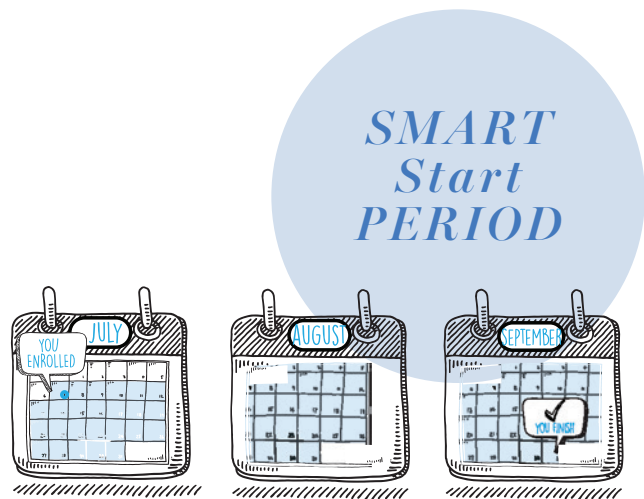
Don't be afraid to go there with them! Let them know in advance of the sampling that you want to get their feedback regardless of their experience. This is not a one-size-fits-all type of product, so some mixing and matching may be necessary to find their perfect product combo.

MAXIMIZE YOUR SMART Start PLAN

Why is it smart to begin sharing MONAT right from the start? Three words come to mind: **SMART. Start. Bonuses.** By following specific activities within your **SMART Start period**, you can be sure you're not leaving any money on the table by missing out on special bonuses **only available to new Market Partners during this time frame.**

When is my SMART Start period?

It begins with the date you enrolled and includes the following two full calendar months.



SHOW ME THE (BONUS) MONEY!

There are several ways to earn bonuses during your SMART Start period:

ONE

Earn a **\$60 USD / \$75 CAD VIP Bonus** for every 4 VIP customers you enroll.

TWO

Earn a **\$100 - \$220 USD / \$120 - \$275 CAD Market Partner Bonus** for each person you sponsor with a Product Pack. (Bonus is dependent on which Product Pack they choose).

THREE

Earn a **\$150 USD / \$190 CAD Block Bonus** when you enroll a "block" of 4 VIPs and 1 Market Partner with a Product Pack

