



WELCOME TO ACN...
YOUR NEW LIFE STARTS TODAY!

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CONGRATULATIONS!

ON BEHALF OF MYSELF AND THE OTHER FOUNDERS OF ACN, OUR MORE THAN A THOUSAND EMPLOYEES AND TENS OF THOUSANDS OF INDEPENDENT REPRESENTATIVES THROUGHOUT EUROPE, NORTH AMERICA, ASIA AND PACIFIC, WELCOME TO THE ACN FAMILY! We are excited that you have decided to join us in this life-changing opportunity as you lay the groundwork for your own personal success story.

Our expertise in the industry has allowed us to create a state-of-the-art training and support system designed to provide you with all the insights, tools and techniques necessary to help you build your successful business as quickly and easily as possible.

We understand that starting anything new can often feel overwhelming at first. That's why your ACN Team Trainer Success System is designed to provide you with only the information you need in your first days as an ACN Independent Representative — so you get started on the right foot. Understanding the basics is the key to long-term success in ACN.

Even with all this critical information, the materials you are holding in your hands are only part of your Success System. This Success System works hand-in-hand with MyACN for Representatives, which features all the information you will need – directly from ACN's Co-Founders – to build a successful ACN business of your very own.

To access MyACN for Representatives, go to ACN's home page for your country via www.acneuro.com and logon to MyACN for Representatives – our private Representative portal – using your Team ID and passcode, which you can select at your first login.

We wish you much success as you begin writing this new and important chapter of your life story. Take full advantage of the support system and resources that ACN has to offer. Your commitment, hard work and self-discipline, combined with the training and support we provide, will help you turn your dreams into reality!

Your new life starts today!

Sincerely,



Greg Provenzano
President and Co-Founder

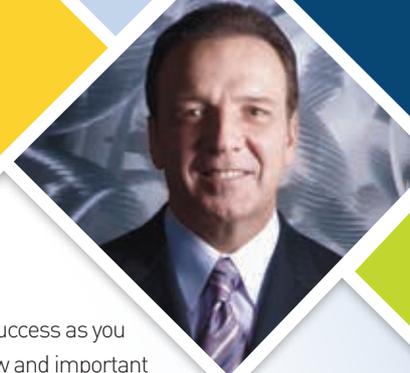




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Company Overview

Founded in 1993 by four entrepreneurs, Greg Provenzano, Robert Stevanovski, Mike Cupisz and Tony Cupisz, ACN has grown to become the world's largest direct seller of telecommunications and essential services for home and business in the world. ACN offers consumers a greater value on the essential services they already use every day like Fixed Line, Digital Phone Service, Mobile, Energy, Broadband, Television and Home Security. There is also a Wellness product range under the brand name Benevita. ACN offers individuals just like YOU one of the most remarkable income-generating opportunities available in the world today. ACN operates in over 20 countries, giving you the opportunity to have your own global business, without ever leaving home.



ACN Co-Founders Tony Cupisz, Greg Provenzano,
Robert Stevanovski and Mike Cupisz

ACN's Commitment to Integrity

ACN and its Co-Founders are committed to ensuring that the company and its Independent Representatives adhere to the highest ethical standards. ACN has designed its Policies and Procedures to be in accordance with all governing laws and expects all Independent Representatives to adhere to these Policies and Procedures when conducting their business, in order to protect the ACN Opportunity for all.

For more information, please refer to the enclosed Policies and Procedures booklet or go to **MyACN for Representatives** for the online version.



ACN Overview

The World's Largest Direct Seller of Telecommunications, Energy and other Essential Services People Need and Use Every Day

- ▶ Global presence in over 20 countries throughout North America, Europe, Asia, the Pacific and continuing to grow
- ▶ Backed by outstanding leadership with proven experience
- ▶ More than 1,300 employees dedicated to your success
- ▶ Tens of thousands of Independent Representatives and millions of customers serviced worldwide
- ▶ Featured on *The Celebrity Apprentice* in 2009 and again in 2011 and in publications, including *Inc.* magazine, *Fortune* magazine, *USA Today*, *the Wall Street Journal*, *SUCCESS* magazine and *Success from Home* magazine

The Industry

- ▶ Thriving 1.75 trillion-dollar global telecommunications and essential services industries
- ▶ Essential services people need and already use every day for residential and business customers
- ▶ Lasting residual income – acquire a customer once and get paid on that customer for as long as they use the service or for the term of the contract

1. **Concord, North Carolina, U.S.A.**
ACN World Headquarters and Customer Care Centre

2. **Amsterdam, The Netherlands**
European Headquarters and Customer Care Centre

3. **Sydney, Australia**
Pacific Headquarters and Customer Care Centre

4. **Montreal, Canada**
Canada Office and Customer Care Centre

5. **Seoul, South Korea**
Asia Headquarters and Customer Care Centre

6. **Wrocław, Poland**
Polish Regional Office and Customer Care Centre

7. **Åmål, Sweden**
Åmål Regional Office



Building Your Business the Right Way

As an ACN Independent Representative, you are the face of the company to your customers and your team.

Your actions affect you, your team and ACN. Following these few key rules and teaching them to your team will start you off right and set the stage for long-term success. You should also understand and follow ACN's Policies and Procedures.



Customer Acquisition

Slamming and Customer Stacking are prohibited

- ▶ **Slamming** - any practice that changes a customer's telecommunications carrier without the customer's consent. When signing up a customer, Representatives may walk the customer through the order process but may not enter customer or order information or sign for the customer.
- ▶ **Stacking** - signing up customers using another Representative's Team ID.



Warm Marketing

- ▶ **Warm marketing** - face-to-face interaction with people or businesses with whom ACN Representatives have some kind of pre-existing relationship.

ACN uses network marketing or warm marketing techniques to acquire customers. Your "warm market" includes people such as friends, family members and those referred to you by friends, family members and customers. You can approach anyone as a potential customer if you have a personal, business or social relationship with them.



QUICK TIP:

Why is it important for the customer to personally complete the order process?

To understand the terms and conditions

To minimise cancellations

To prevent complaints to the consumer authorities

Remember: Cancelled customers will affect your earned Customer Acquisition Bonuses and Team Customer Acquisition Bonuses.

QUICK TIP:

Examples of prohibited cold marketing techniques include:

Telemarketing

Distribution of flyers or pamphlets

Direct mail

Door-to-door selling

Newspaper and magazine advertisements, etc.



Presenting the ACN Opportunity

Properly explain the ACN Opportunity using ACN's materials.

Income claims and earning guarantees are prohibited. Use only ACN approved hypothetical examples. Independent Representatives are not permitted to make any claim or inference to prospective Independent Representatives as to the anticipated or actual income an Independent Representative might earn. ACN makes no guarantees of income, as all success and earnings will be based solely upon the Independent Representative's effort, commitment and skills.

QUICK TIP: DO'S AND DON'TS:

DO's	DON'Ts:
<ul style="list-style-type: none"> • "Looking for Independent Representatives - Good earning potential" • "Looking for Independent Representatives - Be your own boss; work from home" • "Launch an independent home-based business - no experience required" 	<ul style="list-style-type: none"> • "Earn €5,000 per month working 8 to 10 hours per week" • "Best prices of anyone in the industry" • "Largest provider of mobile phones in the world"

Clearly explain ACN's Team Trainer Success System Fee. No other money is required to become an Independent Representative.



Follow ACN's Marketing Guidelines

Every Independent Representative must adhere to all of ACN's Policies and Procedures, located online on **MyACN for Representatives**.

All personal marketing materials must be approved by ACN

ACN provides you with the marketing materials you need to build your ACN business. If you wish to create personal marketing materials, follow these steps:

1. Review the Policies and Procedures and understand the Advertising Guidelines for ACN Independent Representatives as well as the Internet Guidelines for ACN Independent Representatives which can be found online at **MyACN for Representatives** under *My Business - Business Support Documents*.
2. Submit your materials to ACN Compliance for approval; all approvals must be in writing. Fill in the form titled: Request for Approval for Self-made Marketing Material which can be found online at **MyACN for Representatives** under *My Business - Business Support Documents*.

Use the Approved ACN Independent Representative Logo

Representatives are not permitted to use the logos of ACN's business partners or other ACN logos other than the ACN Independent Representative logo found online on **MyACN for Representatives** under *My Business - Business Support Documents*.

ACN's Videos are the property of ACN

If a Representative wishes to use an ACN video or online material, they may include a link to their Distributor Website or other ACN created websites.

Media Contacts

Representatives are not permitted to represent ACN in the media. If a Representative is approached by the media, please refer the journalist to contact ACN directly by sending an email to: mediacontacts@acneuro.com.



Important Things to Remember... as You Build Your ACN Business.

Apples, Apples, Apples

When approaching people about ACN's services or the ACN Opportunity, you will find that people fall into one of three categories:

Types of Apples	Types of People
Red apples	OPEN-MINDED
Green apples	MAYBE
Brown apples	CLOSED-MINDED

People are motivated by different reasons and many will surprise you. Those you think will not...will. Those you think will...will not. But some "Brown apples" tend to be negative and are not only opposed to trying the products or the Opportunity, but they also try to convince you that there is no opportunity for you. Stay away from these people. They will only drain your energy and enthusiasm. Remember, in reality, there are no dream stealers. **Only you can give up on your dreams.**

Warm Versus Cold Marketing

ACN encourages you to use only network marketing or warm marketing techniques to acquire customers. It is imperative that Independent Representatives follow the rules and only acquire customers in their warm market. Your "warm market" includes people such as friends and family members and those referred to you by friends and family members.

ACN prohibits acquiring customers from a "cold market", or those people with whom you do not have a pre-existing relationship. Examples of cold marketing include, but are not limited to, mass advertising, purchased leads, trade show participation, door-to-door selling, telemarketing, etc.

Acquiring Customers

The foundation of ACN is its simplicity. Why not make money and offer people you know another option for services they already pay for such as Fixed Line, Digital Phone Service, Mobile, Energy, Broadband, Television and Home Security. There is also a Wellness product range under the brand name Benevita.

The key to success at ACN is earning residual income and unlocking this earning potential through acquiring customers.

To provide an extra incentive for acquiring customers and to help your business get off to a successful start, ACN provides monthly bonus promotions that go above and beyond ACN's already lucrative Compensation Plan!

But remember, customers must be connected in order to satisfy the bonus requirements, so ACN encourages you to go above the minimum thresholds required by the bonus – **and to regularly check your Personal Customer List, located on MyACN for Representatives – to ensure you are able to qualify for ACN's bonus promotions!**

The first step earning those bonuses is acquiring customers, and the first step in acquiring customers is to set up your ACN Online Shop!

Independent Representative Recruitment

Anyone can find success in ACN regardless of their background, experience or education. As Independent Representatives you should introduce as many people as possible to this life-changing Opportunity. **The more Independent Representatives you have in your downline, the more customers you have in your team, the further up the Compensation Plan you go, and the more money you have the potential to earn.**

The easiest and fastest way to sign up a new Independent Representative is by using ACN's online Representative Agreement*, located on **MyACN for Representatives** and www.acneuro.com.

* Availability varies per country.





MyACN for Representatives

This secure and private online portal provides you with everything you need to manage your business with the latest information on products, events and tools. It is available 24 hours a day, 7 days a week, from anywhere your ACN business takes you.

- ▶ Activate your ACN Online Shop
- ▶ Get the latest ACN news by visiting your Message Center
- ▶ View a summary of Independent Representatives in your downline and view your Personal Customer List (PCL), a detailed list of your customers and order status
- ▶ View and print the latest ACN Training and Business Documents
- ▶ Obtain event details and register online
- ▶ Product information
- ▶ See the latest list of ACN top producers
- ▶ Order all of your ACN tools and sign up for Your Business Assistant Plus
- ▶ Access ACN's marketing guidelines as well as the Policies and Procedures and other important documents

To access MyACN for Representatives:

1. Go to **www.acneuro.com** and select your country
2. Click on "Log in"
3. Select "First Time Login" to create your password and security details
4. Use your Team ID and Password to log in



If you subscribe to Your Business Assistant Plus, you can access **MyACN for Representatives** directly from your Distributor Website.

In Any Event...

One of ACN's greatest strengths is the network of support and training that is always available to every Independent Representative in the form of ACN Events.

ACN Events can range from small training events in your local area to large International Training Events. All of these events are a great way to learn about ACN as well as training and techniques for recruiting and building strong, productive organisations.

Weekly Training Events

These are local training events that are presented by leaders and top producers within ACN. You and your downline can benefit greatly from regularly attending these local training events in your area to learn from others in the field having success. Select "Regional Events" from the *Events* section in **MyACN for Representatives** to find a training event in your area.

International Training Events

You are not in business until you have attended your first ACN International Training Event – these events make your business. Those who commit to ACN International Training Events reap the rewards in their business. These events are held in different cities around the world throughout the year and have a monumental impact on your business with:

- ▶ First-rate training from ACN Co-Founders and top Independent Representatives
- ▶ Inspiring testimonials
- ▶ Motivational speeches
- ▶ Celebration of recognition
- ▶ Powerful networking opportunities



"Our
INTERNATIONAL TRAINING EVENTS
give you everything **YOU NEED TO SUCCEED.**
Just plug into these events and
GET PREPARED to do something
incredible with **YOUR LIFE."**

– Greg Provenzano
ACN President & Co-Founder



Visit www.acnevents.eu to find out when the next International Training Event takes place – and register immediately!



ACN's Compensation Plan

Learn it - it motivates you. Teach it - it motivates your team.

The most important thing to remember and understand is that no compensation is earned at ACN unless customers are acquired. By now you know that one of the things that makes ACN unique is residual income – getting paid a percentage each time your customers pay their bills. The beauty of ACN's Compensation Plan is that you can earn residual income in two ways – personal residual income and overriding residual income.

All Independent Representatives start off at the position of Team Trainer and become a Qualified Team Trainer by acquiring Customer Points. Following this position, there are six earned positions that are reached based on earning Customer Points and bringing others into your team:



Customer Points

Qualifying for these positions is all based on a Customer Point system, and each position in the Compensation Plan requires a certain amount of Customer Points be acquired by you and your team.

When customers sign up for ACN's products and services, you earn a certain number of Customer Points. These Customer Points vary by product.

Earning Personal Commissions

As you sign up your own customers, you can qualify to earn between 1% and 20% of their monthly bills. The commission percentage that you earn is calculated based on the total number of personal Customer Points. For example, when you acquire 50 or more personal Customer Points, you qualify to earn 10% personal residual income on your customer base and 20% on all your own Wellness customers starting with the first customer. So the more customers you personally sign up, the more residual income you can earn.

Earning Overriding Commissions

You can also earn residual income from ALL the customers that all the Independent Representatives on your team sign up.

- ▶ For ACN services, ACN pays you 1/4% of the total monthly billings of all of the customers they acquire
- ▶ For Wellness products, ACN pays you 3% of the billing volume

You keep earning a larger percentage based on how many "levels" your organisation has of Independent Representatives signing up their own customers all the way up to 7% (10% on Wellness) on your 7th level. Remember - ACN does not set monthly quotas. All you have to do is maintain your qualification and you will continue to receive monthly commissions as long as you are an active Independent Representative.

Bonus Promotions

During certain periods of time, ACN will offer monthly promotional bonuses designed to help jumpstart your business while you are building long-term residual income. By simply acquiring customers and helping other people on your team meet their minimum customer requirements within their first 30 days, you are positioned to earn a bonus.



SUCCESS TIP:

Check your Personal Customer List regularly to keep track and get all the details for every customer in your organisation. Also, sign up for Your Business Assistant Plus and utilise Downline Reporting to check your qualification status, Customer Points and details, commission level details, downline production details and much more!



For complete details of the commission structure and the latest bonus promotions, log on to the *My Business* section of **MyACN for Representatives** and view the Compensation Plan and Bonus Documents



LAUNCHING YOUR BUSINESS



Get to Know ACN's Products and Services

ACN has an extensive product portfolio, offering a complete line of essential services to residential and business customers. ACN provides quality products and services that meet every budget and lifestyle, all while constantly remaining at the forefront of technology.

Explore ACN's product portfolio and learn how it can provide you with everything you need to connect without boundaries. You will find that with ACN's essential services, your residential and business customers will receive the best services available at a price they can afford.

UNITED STATES

Residential Services
Digital Phone Service
Local and Long Distance
High Speed Internet
Wireless
Natural Gas and Electricity
Television
Home Security and Automation
Computer Support

Business Services

DigitalTalk® Express -
Digital Phone Service
Natural Gas and Electricity
Television
Computer Support

CANADA

Residential Services

Digital Phone Service
Local and Long Distance
High Speed Internet
Wireless
Natural Gas and Electricity
Television
Home Security and Automation
Computer Support

Business Services

Natural Gas and Electricity
Computer Support
Long Distance

EUROPE

Wellness
Digital Phone Service
Mobile
Fixed Line
Broadband
Energy
Home Security
Television

ASIA

Digital Phone Service
Mobile
Internet
Nutriquest

PACIFIC

Digital Phone Service
Fixed Line
Mobile
Internet

Please note: Product availability varies per country.

Wellness

Enjoy balance in your life with a natural healthy and simple plan. Benevita is a support tool to help guide you towards natural long-term healthy eating habits so that you can achieve your wellness and weight loss goals.

Digital Phone Service

Supported by ACN's state-of-the-art VoIP network, this service provides advanced technology to bring you the next evolution in affordable calling and communication. With the ACN Phone Adaptor you can communicate via the Internet while taking advantage of significant call savings! ACN Smart allows you to customise your calling plan to meet your specific calling needs. It all starts with a base plan and, depending on your calling needs, you can either stop here, or choose from ACN's international zone bolt-ons for a low monthly rate.

Mobile

ACN can offer you the freedom you want, the mobility you need and the latest in handset technology with its strategic mobile partnerships.

Fixed Line

Offering a range of competitive calling plans with outstanding benefits including a line rental option and ACN Select - a new way for you to tailor your calling plan to meet your calling needs.

Broadband

Easy installation, dedicated customer support, value for money and a reliable connection make your high-speed life online more enjoyable with ACN's Broadband.

Energy

Making a difference to your gas and electricity bills is simple and convenient via ACN and you can also make a difference to the environment.

Home Security

Safeguard your home and business with ACN Security and have the peace of mind that your property will be monitored 24 hours a day, 7 days a week.

Television

A range of entertainment channels and packages are available for you via satellite, cable and ADSL television services.

Please note: Product availability varies per country.



Visit your ACN Online Shop and the *Products* section of **MyACN for Representatives** for more information on all the products and services available.



ACN Online Shop

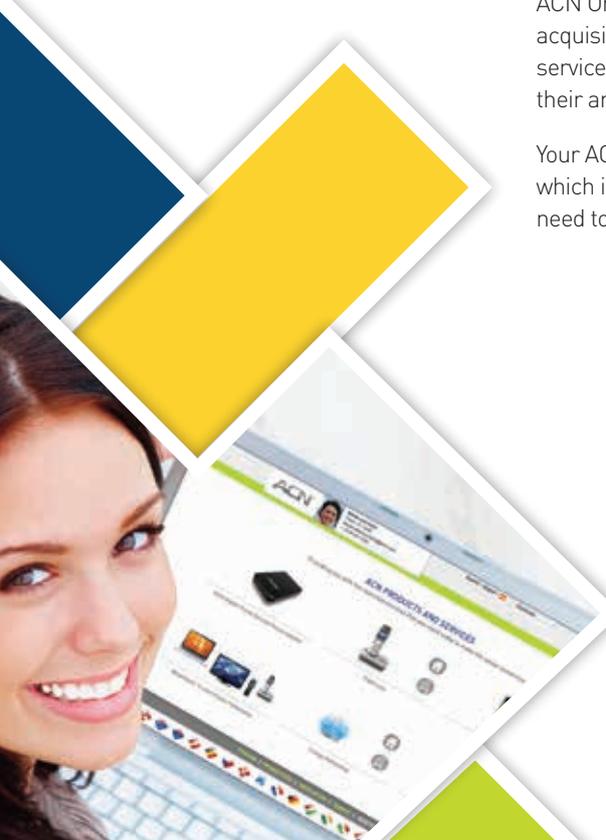
Your ACN Online Shop is a personalised online store available to you for no additional cost. The ACN Online Shop makes getting started in your ACN business easy because it makes customer acquisition simple! ACN's Online Shop provides information about all of ACN's products and services to your potential customers, allowing them to learn more about the services available in their area and even enabling them to sign up!

Your ACN Online Shop works hand-in-hand with Your Business Assistant's Distributor Website, which is designed to streamline recruiting. While your Distributor Website provides the tools you need to build your team, your ACN Online Shop works to build your customer base.

To Activate Your ACN Online Shop:

1. Log in to: ***MyACN for Representatives***
2. Click: *Preferences*
3. Click: *ACN Online Shop*
4. Type your preferred name and press submit

*Distributor Website subscribers use the same name.
Example: Jane.acnrep.com / Jane.acnshop.eu*





As Easy As 1, 2, 3...

With ACN's Online Shop, you can feel confident about presenting ACN's products and services to your potential customers right away! Let the site work for you – providing the information your customers need to select the services that are right for them! Your ACN Online Shop is continuously updated, ensuring you always have the tools and information you need to acquire customers and build lasting residual income!

1

Direct your potential customers to your ACN Online Shop where they can search the products and services available in their country

2

From there, you can assist your customers in exploring ACN's expansive product portfolio, including the latest product offerings and promotions

3

Customers can then place their order through the site, where your Team ID will carry through, ensuring you get credit for each order*



** For most products, customers can sign up for products and services online. Refer to the documents on MyACN for Representatives for more detailed information for each product. Availability varies per country.*



Presenting the Opportunity

When you first get started, you should work closely with your upline and mentor and make use of all the tools that ACN provides to effectively present the ACN Opportunity to others. For all Independent Representatives, it is extremely satisfying and exciting to share a life-changing Opportunity with others and to watch them grasp the significance of the Opportunity that they now have in their hands. Introducing others to the Opportunity is important for your business as every customer your downline brings in becomes your customer as well!

Remember, the key is to expose as many people as possible to the ACN Opportunity, but you do not need to “sell” it to them...you do not need to convince anyone that this is the best opportunity available today. Just let the tools, Donald J. Trump and the Opportunity speak for themselves!



Private Business Receptions- PBRs

PBRs, or home meetings, are the foundation of recruiting, where you invite people to preview the Opportunity and see what ACN is all about. Using the 24 Hour Game Plan, you should schedule your first presentation within your first 24 hours. Your upline coach may want to take the lead in your initial presentations until you have the skills and experience in presenting the Opportunity yourself.

Use your Warm Market List, located on pages 23 - 25 to invite 20 to 40 people to your first PBR!

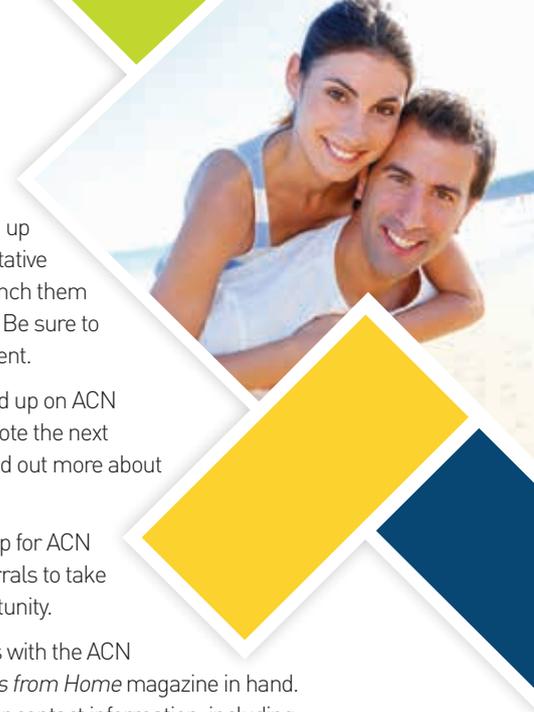
And where is the best place to host your first home meeting? Your HOME!

During the Presentation:

- ▶ Remove all distractions before the presentation, such as phones, children, etc.
- ▶ Provide beverages (no alcohol) or light snacks. Ensure that you also provide notepads, writing materials, 1-10 Business Opportunity Presentation Overview Flyers and Independent Representative Agreements for your guests.
- ▶ Welcome people as they arrive and introduce guests to each other. Once the presentation is about to begin, make sure all guests are seated.
- ▶ Make sure you start on time. Begin by welcoming everyone and thanking them for attending. Tell them a bit about yourself and share a brief testimonial of your ACN journey. Let them know how you feel about what they are about to be introduced to.
- ▶ Your upline can either give the business presentation or you can use the ACN Business Opportunity presentation video, available on the ACN Opportunity DVD.
- ▶ Ask guests to hold all questions until the end of the presentation, encouraging them to hear all of the information first. Following the presentation, encourage guests to mingle while you and your upline answer individual questions.
- ▶ Focus your attention on those guests who are interested, and sign up those who are ready to get started.
- ▶ Get everyone involved in the next Training Event!

Following the Presentation:

- ▶ Get your “Red apples” signed up as an Independent Representative and on ACN services and launch them with the 24 Hour Game Plan. Be sure to promote the next Training Event.
- ▶ Get the “Green apples” signed up on ACN services and be sure to promote the next Training Event so they can find out more about the ACN Opportunity.
- ▶ Ask “Brown apples” to sign up for ACN services and ask for any referrals to take a look at the Business Opportunity.
- ▶ Make sure every guest leaves with the ACN Opportunity DVD and *Success from Home* magazine in hand. Be sure your guests have your contact information, including your ACN Online Shop and Distributor Website URLs, so they can learn more about ACN’s products and services and home-based business opportunity.





LAUNCHING YOUR BUSINESS

ACN's Tools...

All You Need to Succeed

ACN has got you covered with the tools you need to build a strong business and make a great first impression. ACN tools give you everything you need to succeed – and they can be purchased in the Tools section of **MyACN for Representatives**.

Success is as easy as...



Your Business Assistant Plus



ACN Opportunity DVD



Success from Home magazine



Your Business Assistant Plus



▶ **ACN Contact Centre** The ACN Contact Centre is a complete Contact Management System designed to simplify and organise your ACN Business life.



▶ **SUCCESS on Demand** contains a full library of personal development content updated regularly from highly respected industry professionals to help you reach your personal and professional goals.



▶ **ACN Web Conferencing** (powered by *AnyMeeting*) You can have as many as 200 people participate on a call with up to six people videoconferencing simultaneously using their webcams with this powerful web conferencing feature.

▶ **ACN2Go Europe iPad® Application**
A unique piquing tool that is ready to go, whenever and wherever you are.

▶ **Distributor Websites** A custom, branded website to professionalise your Business.

▶ **ACN Branded Email** Contact your warm market via your own professional business email.

▶ **Downline Reporting** Easily monitor your organisation, as well as your path to growth.

▶ **ACN Rep Alerts** Stay on top of promotions, incomplete customers, new open line Team Trainers, and more.

Available via the **Tools** section of **MyACN for Representatives**.



ACN Opportunity DVD

Never before has it been easier to pique interest in the ACN Opportunity than with the ACN Opportunity DVD. Providing a complete look at the Opportunity and the powerful words of multi-billionaire, Donald J. Trump, you will want to hand these DVDs out to everyone you know.



Available
in selected
languages

THE ACN OPPORTUNITY DVD FEATURES:

WELLNESS PRODUCTS	The perfect way to align your body, mind and lifestyle of eating with the ultimate level of health, mental clarity and balance. The good life is about to start today!
THE ACN OPPORTUNITY	Discover how this business model can work for you.
ACN SERVICES	Learn more about the world's largest direct seller of telecommunications, energy and other essential services people need and use every day.
ACN BUSINESS PRESENTATION	A powerful presentation specifically designed to help you build and grow your business with a special message by Donald J. Trump.
THE ACN COMPANY TOUR	Take a global tour of ACN and experience first-hand the infrastructure ACN has in place to support you and your business.
SPOTLIGHT ON SUCCESS	Hear Top Independent Representatives explain how ACN works for them.



Success from Home magazine

Your prospects do not have to take your word on the superiority of the ACN Opportunity. Let this outstanding third party validation tool do the talking for you! *Success from Home* magazine has dedicated an entire issue to showcasing ACN. Hands down – it is the best tool to have on hand to instantly pique the interest of your prospects and immediately show them all that ACN has to offer. It includes:

- ▶ Success stories from ACN's top leaders
- ▶ More than 80% of its content dedicated to ACN
- ▶ Company history, product and training information
- ▶ Validation of the direct-selling industry from best-selling authors and advisors
- ▶ And so much more!



Current issues vary per language.

Tips for Building Your Business



1. Mindset makes the difference

- ▶ Urgency and excitement equals OUTSTANDING RESULTS!
- ▶ Expect a learning curve and have long-term thinking. Time and effort are all that separate you from success.

2. Set the Example – Lead, do not follow!

- ▶ Your team will do what you do, not what you say, so set a good example.
- ▶ Earn ETT and ETL as soon as possible (create your story). This will inspire others to take action.
- ▶ Action stimulates emotion and motivation.

3. Edification! (Properly introduce your presenters)

- ▶ Build up the credibility of someone else such as your upline expert or the presenter. By edifying your presenter and/or upline expert, you are helping to build respect for the presenter and the Opportunity. The better you are at edifying your presenter, the better your results will be.

4. Do not Sell - Sort

- ▶ You are in the sorting business, not the selling business, so spend 1 minute with 100 people, not 100 minutes with 1 person!
- ▶ Spend 80% of your time sorting for and working with “Red apples”, 20% of your time with “Green apples,” and 0% of your time with “Brown apples.”
- ▶ Concentrate on the “Red apples.”

5. Keep it Simple!

- ▶ When you begin talking to people, it is very important that you keep things simple. If you make things seem complicated, you will only hinder your own growth.
- ▶ Keep it short
- ▶ Avoid information overload – confused people do nothing!

Getting Social With ACN

ACN's Social Networking Sites



Want to hear ACN's latest news first, or interact with an online community of Independent Representatives just like you? You can! Connect with ACN through these social networking sites!

Featuring:

- ▶ Latest news updates
- ▶ Information from the Co-Founders
- ▶ ACN's company blogs
- ▶ Exclusive ACN photos and videos
- ▶ Important real-time updates during training events
- ▶ Advice from veteran Independent Representatives
- ▶ And so much more!

Join ACN's Online Community!

- ▶ facebook.com/acneu
- ▶ facebook.com/benevitaEU
- ▶ facebook.com/JOitelem
- ▶ twitter.com/acn_europe
- ▶ twitter.com/benevitaEU
- ▶ youtube.com/user/acneuvideos
- ▶ http://acneuro.co.uk/news
- ▶ linkedin.com/company/acn
- ▶ plus.google.com/+acneurocom/posts

"SOCIAL NETWORKING sites have enabled us to get **INFORMATION** out to our field of Independent Representatives **FASTER** than ever before. Because of these tools we're able to share **INFORMATION** almost **INSTANTANEOUSLY**, while creating a direct link between ACN and our field."

— Greg Provenzano
ACN President and Co-Founder



PLUS

Check out ACN President and Co-Founder, Greg Provenzano's, personal blog at www.gregprovenzano.com!

- Motivating tips for staying positive
- Inspirational personal stories
- How to take advantage of each day in your business
- And so much more!





Warm Market Memory Jogger

To help you realise your 'warm market' we have provided a list of categories which may help you think of people who might be interested in becoming a customer or joining your team.

1. Who is dissatisfied with their job?
2. Who is unhappy with their earnings?
3. Who is concerned about the environment?
4. Who is money-oriented or money-motivated?
5. Who owns their own business?
6. Who enjoys being around high energy people?
7. Who quit their job or is out of work?
8. Who needs extra money?
9. Your friends
10. Your brothers and sisters
11. Your parents
12. Your cousins
13. Your children
14. Your aunts and uncles
15. Your spouse's relatives
16. Who did you go to school with?
17. Who works with you?
18. Who is retired?
19. Who works part-time jobs?
20. Who do you like the most?
21. Who was laid off?
22. Who bought a new home?
23. Who answers classified ads?
24. Who runs personal ads?
25. Who gave you a business card?
26. Who works at night?
27. Who delivers pizza to your home?
28. Who works on a freelance basis?
29. Who is your plumber?
30. Who wants freedom?
31. Who likes team sports?
32. Who is a fund-raiser?
33. Who watches television often?

34. Who works on cars?
35. Who likes political campaigns?
36. Who are social networkers?
37. Who is in the military?
38. Who do your friends know?
39. Your dentists
40. Your doctor
41. Who will help you?
42. Who works for the government?
43. Who is unemployed?
44. Who attends self-improvement seminars?
45. Who reads self-help books?
46. Who reads books on success?
47. Your children's friends' parents
48. Who was your boss?
49. Your parent's friends
50. Who did you meet while on holiday?
51. Who waits on you at restaurants?
52. Who cuts your hair?
53. Who does your nails?
54. Who does your taxes?
55. Who works at your bank?
56. Who is on your holiday card list?
57. Who is in retail sales?
58. Who sells real estate?
59. Who are teachers?
60. Who services your car?
61. Who repairs your house?
62. Who is on your Christmas card list?
63. Who has children in college?
64. Who likes to dance?
65. Who sold you your car?
66. Who did you meet at a party?
67. Who likes to buy things?
68. Who did you meet on a plane?
69. Who does volunteer work?
70. Who do you like the least?
71. Who is in network marketing?
72. Who needs a new car?
73. Who wants to go on holiday?
74. Who works too hard?
75. Who was injured at work?
76. Who lives in your neighbourhood?
77. Who is your boss?
78. Who delivers your post?
79. Who calls you at home?
80. Who calls you at work?
81. Who delivers your paper?
82. Who handles your gardening?
83. Who watches your children?
84. Who attends your church?
85. Who did you meet on the street?
86. Who did you meet through your friends?
87. Who was at your wedding?
88. Who sells cosmetics?
89. Who bags your groceries?
90. Who wants a promotion?
91. Who knows a lot of people?
92. Who is health conscious?
93. Who recycles?
94. Who buys bottled water?
95. Who knows people abroad?
96. Who is wealthy?
97. Who has a lot of friends?
98. Who exercises regularly?
99. Who belongs to the Chamber of Commerce?
100. Who have you not listed yet?

Warm Market List

Successful Independent Representatives are always adding and refreshing their list. After all, you probably know more than 100 people when you really think about it and you constantly come in contact with new people as you build your organisation. Having trouble coming up with 100 prospects? Use the Warm Market Memory Jogger list and remember, you may know more than one person per category on this list.

Name	Phone Number	Enrolled as Representative	Enrolled as a Customer
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Name	Phone Number	Enrolled as Representative	Enrolled as a Customer
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Name	Phone Number	Enrolled as a Representative	Enrolled as a Customer
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My Personal Commitments

Identify Your Dreams; Stay Focused on Your "Why"

Take a minute to think about "Why" you became an ACN Independent Representative. Maybe it was for more money, more time or more freedom. Whatever the reason, the more you focus on your "Why," the more likely you are to achieve those goals. To help determine your "Why," ask yourself what you would like your life to be like one year from now, five years from now, even 10 years from now.

My "Why":

Set Realistic Goals for Yourself

Start by asking yourself how much money you would like to earn.

per month per year

How many hours per week are you willing to commit to make that possible?

1-5 11-19 6-10 More than 20

I will reach the Executive Team Trainer position in days.

I will pique the interest of new people per day.

I will talk to people in my warm market per day about becoming my ACN customer.

Where would you like your business and your life to be one year from now?

Five years from now?

Commit Part of Every Day to Your ACN Business

Place an "X" in the chart below during the times you are committed to other things outside of your ACN business (your job, family, etc.). Place a "✓" during the times you are devoting to your ACN business each day. Even the busiest people find time to reach their goals!

TIME	MY DAILY COMMITMENT						
07:00 - 08:00							
08:00 - 12:00							
12:00 - 13:00							
13:00 - 17:00							
17:00 - 19:00							
19:00 - 22:00							

ACN's 24 Hour Support System

ACN provides all its Independent Representatives with the information you need right at your fingertips with an around-the-clock support system that is always there to help you find the answers you need as well as keep you up-to-date on everything happening at ACN.



Interactive Voice Response System (IVR)

This automated telephone line gives you immediate, 24 hour access to the most frequently asked questions about ACN and your individual business.

Representative Services

For anything not available online or on the IVR system, Field Support Services is available to assist you Monday through Friday in a variety of languages, with specially-trained agents who can provide assistance in all areas of your business.

Remember, make sure you check online or call the IVR system for answers to your questions before calling Representative Services.

ACN Chat

In addition, you can "Chat" live with Representatives Services. Look for the "Chat" icon in **MyACN for Representatives**.

ACN CHAT IS AVAILABLE

* Availability varies per country.

Customer Care

ACN Customer Services is available to answer all customer questions, with agents available to assist in a variety of languages.

ACN Representative Training

ACN provides you with all the training you need to be successful. To access, log into **MyACN for Representatives** and click on the **Training** tab.

Representative Acquisition

The easiest and fastest way to sign up your new Representatives is by using ACN's online Representative Agreement accessible via the *My Business - Business Documents* section of **MyACN for Representatives** or www.acneuro.com.

If the online sign-up process is not available yet for your country, new Representatives should complete the Representative Agreement that can be downloaded from the *My Business - Business Documents - Representative Application Documents* section of **MyACN for Representatives**.

For contact details, go to the "Contact Us" link at the top of the *MyACN for Representatives* Home page.

10 Point Quick Start Checklist

- 1. Activate your ACN Online Shop via the Home page of **MyACN for Representatives**.
- 2. Sign up for **Your Business Assistant** or **Your Business Assistant Plus**. All the business support tools you need in one package at an incredibly low price. More details can be found on **MyACN for Representatives**.
- 3. Create your warm market list using the Memory Jogger. You can find the Memory Jogger in this booklet.
- 4. Take advantage of the ACN Opportunity DVD by accepting the two-a-day challenge. Introduce the ACN Opportunity to two people a day, five days a week and ensure you follow up with those who are interested.
- 5. Take time to understand the basics of the ACN Compensation Plan Overview.
- 6. Set your goal to qualify for Executive Team Trainer in 30 days. Acquire two qualified Team Trainers in two separate legs and be eligible for a lucrative bonus.
- 7. Take some time to navigate through your online business portal — **MyACN for Representatives**. It is an incredible platform for all your needs which includes training documents and videos, product information, event information, tools and vital business support materials.
- 8. Familiarise yourself with the Personal Customer List (PCL) functionality located on **MyACN for Representatives**. This is an excellent way to keep track of your customers.
- 9. Events are an essential part of the ACN business. You should put on Private Business Receptions (PBRs), tie into your local weekly meetings and Saturday trainings. Attend local Training and register for the next International Training Event.
- 10. As a new Representative you are automatically subscribed to ACN in Actions, the global email news service. Should you be interested in receiving updates relating to any other country in which ACN operates, you can expand your subscription to more countries by going to the *Preferences* section located in the top navigation on **MyACN for Representatives**. Connect with ACN on Facebook (www.facebook.com/ACNEU) and Twitter (www.twitter.com/acn_europe).



ACN is a proud member of the Direct Selling Association in many of the countries in which it operates, as well as SELDIA, the European Direct Selling Association. Direct Selling Associations are trade associations for the leading firms that manufacture and distribute goods and services sold directly to consumers. ACN supports and is actively involved in the efforts of Direct Selling Associations to promote the direct selling industry.

