



EN

START UP

EQOLOGY™



Naturally Driven

PERSONAL INFORMATION

NAME

EQ ID

SPONSOR

PHONE

E-MAIL

UPLINES

NAME

PHONE

NAME

PHONE

NAME

PHONE

WELCOME TO EQOLOGY™

Our Eqology & EQ brand names are derived from: Emotional Intelligence (EI) and; the study of the relationship between organisms and their environment (ecology). All life naturally strives to fulfill their potential. We embrace this powerful idea we call it: Naturally Driven.

Naturally Driven reflects the collaborative resolve of our employees and Business Partners: We are driven by the desire to strengthen our brand names and to become a leading player in our chosen target segments within the vitamins, minerals, and nutritional and herbal supplements market (VHMS) in Europe.

To achieve these aims we strive to develop unique products of a high quality and support our Business Partners in their efforts to promote our dietary supplements. Naturally Driven also reflects a key driver behind the research and development that goes into our products the desire to use natural ingredients in dietary supplements. We believe that nature can bring health and vitality and

hold many common illnesses at bay. We believe nature is a force in and around us that keeps us going a force that inspires us to great things. From these simple, yet powerful ideas, we have developed our identity. As a network marketing company we offer our Business Partners a strong concept, proven products and a business model that rewards those who get the job done. Eqology's efforts to focus on the customer improves both our products and the opportunity for our Business Partners to build up a stable and predictable income. We believe this to be a unique approach in this industry.

Our two values are our guiding principles: Purposeful and honest. It says something about who we are, who we want to remain, how we conduct our business, what our products do and what our brand name is.

Everybody has great potential inside them and we believe the opportunity to be an Eqology Business Partner provides you with the perfect tools to realise your full potential.

Welcome to the team!

EQOLOGY™
It's in our nature

EQ™
by Eqology

Finance

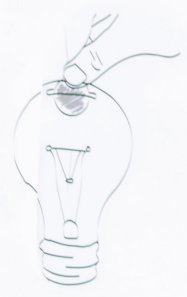


Innovation

Ideas

START UP

YOUR FIRST WEEKS IN THE BUSINESS



"You know who
to talk to – we know
what to do"



THIS BOOKLET IS WRITTEN WITH THESE THOUGHTS IN MIND:

- **Becoming a successful Business Partner is not a random outcome**
- **Embracing proven and predictable patterns of activity delivers success.**

In this booklet you will participate in a variety of activities. By following these steps you can make money much faster than in a traditional business model. For those of you who have chosen to take these steps to

the top, the personal and financial rewards can be amazing. It is important to make a good start in your new business venture. Follow this simple system, allocate 7-10 hours a week of your time in Business Partner activities and you are on your way.

Our system is built around the concept that a parttime Business Partner can attain Director level within 60 days and in so doing will build up a reasonable amount of extra income and be well on their way towards higher goals.

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ational

Inno

Productio

Internet



HOW TO MOVE FORWARD

In Eqology we use a simple
3 step process for success:

1. 3 For Free
2. 3 Business Partners
– Create your first team
3. Help your team to achieve steps 1 & 2

The best process for carrying out steps 1 to 3 above.

1. NAME LIST
2. PRIORITISE
3. BOOK MEETINGS
4. PRESENT 2-1 (PRODUCTS & BUSINESS)
5. FOLLOW UP
6. START

1 NAME LIST

& MEMORY JOGGER

Prospective Business Partners often find themselves asking "Do I know enough people who would be interested in Eqology products?". They then presuppose that those people with a natural disposition for social networking will experience great success and those with smaller circles of friends and acquaintances will most likely experience less. This thought process sounds logical but in our experience, it's far from the truth.

Similarly, many Business Partners start up with a mental shortlist of just 3 or 4 people (typically, close friends) whom they believe will be interested in the opportunity to either buy Eqology products or join up as an Eqology Team Leader.

The entire success of their new activity is then dependent on the response of this tiny group of people. If lucky, a positive response from some of them may extend the new (ad)venture to a few months. If on the other hand as is more likely to be the case the initial approach fails, the negative response may be sufficient to damage confidence, enthusiasm and motivation to such a degree as to prematurely terminate the opportunity.

So why is it that some Business Partners give up while others succeed? It's because what really delivers success and builds large network organizations are those people that understand that success requires a solid piece of groundwork (i.e. dr-

awing up a comprehensive name list) and that working the name list (networking) to contact prospects is one of the most important skills in this industry. Therefore, once you decide to take the plunge and register as a Business Partner, the next priority is to start compiling an unbiased list of names and contacts: That means, discard the urge to subjectively consider who will be interested in Eqology products, and instead focus your immediate efforts on the need to objectively write down comprehensive, well organised and complete list of people you know.

Developing a network is one of the most important tools for success as a Business Partner. Take a blue sky thinking approach to compiling your the name list rather than filtering out people at the outset whom you think may not be interested: Do not limit the size of your network of prospects by allowing current beliefs to interfere in the immediate task at hand. Once you begin to approach this process

objectively rather than subjectively, several names may emerge that you may otherwise would not have thought of like an old acquaintance or a friend of a friend. A good way to get started is to think of groups of people, and list them down as you go, for example: Immediate family, extended family, work colleagues, former colleagues, friends think in terms of circles of friends (gym, hobby/social clubs, school/college, facebook/twitter contacts), then friend of friends, friends of family and so forth.

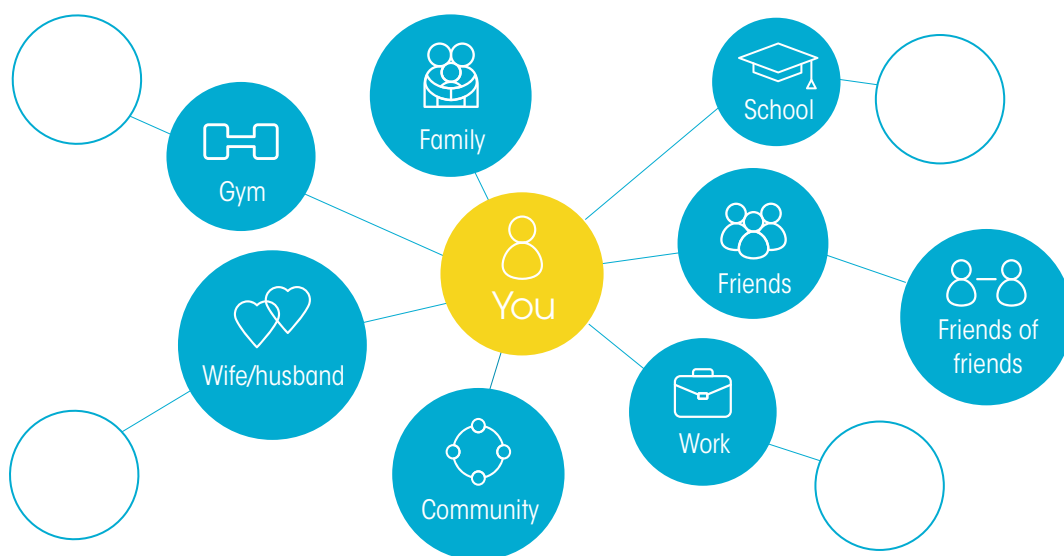
Some of the people on your each one of these sub lists may be keen social networkers. Do they know? Talk to them and expand your name list. Do not think about what to do with the list or whether or not they will be interested focus your efforts on collecting names in a well organised and structured manner. If you do this correctly you will find that instead of a small subjective list of 3 or 4 names you can create an objective name list with hundreds of people that you could potentially contact.

Every one of these names then becomes a prospect – be it a prospective future contact for more names, a prospective future customer for Eqology products or prospective future Business Partner.

Remember, the name list is dynamic: Constantly add new contacts that you meet along the way.



MEMORY JOGGER



To help you put the right foot forward at the outset, we have put together a "memory jogger" to help you start up your name list of friends, business contacts and family.

YOUR FAMILY:

Mom & Dad
Mother & Father-inLaw
Grandparents
Children
Brothers & Sisters
Step Brothers & Sisters
Foster Parents,
Foster Brothers & Sisters

Aunts & Uncles
Nieces & Nephews
Cousins and distant relations (e.g.,
Second Cousins)

CURRENT CONTACT LISTS:

Address book
Email Addresses
Mobile Contact List
Facebook

LinkedIn
Twitter
Skype

PEOPLE YOU CURRENTLY INTERACT WITH ON A REGULAR BASIS:

Friends
Acquaintances
Friends of Friends
Neighbours

Leisure, Hobbies,
Pastime and Activities (exercise,
gym, golf, tennis,
wine club etc.)
Personal Trainer
Hairdresser
Business Associates
Former Colleagues
Business Contacts
Boss
Former Boss

WHO SOLD ME:

Car
Car Tyres
Dishwasher/Dryer
Fishing License
Furniture
Glasses
House/Apartment
Jewelry
Kitchen Appliances
Mac/PC/iPad/Tablet/Camera
Mobile phone
TV/Hifi
Vacuum Cleaner

I KNOW PEOPLE WHO ARE:

Ambitious
Amiable
Dependable
Enthusiastic
Entrepreneurial
Focused,
Purposeful
Fun to Be With
GoodHumoured
Health, Lifestyle
Conscious
High Achiever
Looking for an
extra income
Organized
Positive
Structured
Team worker

I KNOW PEOPLE THAT:

Are SelfStarters
Dislike their current
job, work place
Have Integrity,
Good Character
Like to learn new
things
Love a challenge
Need a new car
Read books on
personal develop-
ment
Want more time
with family

Work hard
Work in network
marketing
Work nights/week-
ends
Work regular hours
(e.g., 9-5, Mon-Fri)

I KNOW SOMEONE WHO IS A:

Accountant
Actor
Acupuncturist
Air traffic controller
Archaeologist
Architect
Art Director
Artist
Associate Professor
Author
Baker
Bartender
Beautician
Biologist
Blacksmith
Boatbuilder
Botanist
Bus Driver
Butler
Captain
Car salesman
Carpenter
Cleaner
Conductor
Confectioner
Consultant
Cook
Cosmetologist
Dancer
Dentist
Dermatologist
Designer
Dietists
Diplomat
Diver
Doctor
Economist
Editor
Electrician
Elevator Service
Attendant
Engineer
Farmer

Fireman
Fisherman
Florist
Footballer
Gardener
Geologist
Home Help, House
Cleaner
Homeopath
Hotel director
Housekeeper
Insurance Broker
Interior architect
IT consultant
Jeweler
Journalist
Judge
Jurist
Landscape
Gardener
Lawyer
Librarian or
Bookstore Clerk
Lifeguard
Marketing
Executive, Assistant
Massage therapist
Mechanic
Midwife
Model
Nurse
Occupational
Therapist
Optician
Osteopath
Painter
Painter &
Decorator
Pastor / Priest
Pharmacist
Philosopher
Photographer
Plumber
Policeman
Politician
Porter
Postman
Psychologist
Roofer (Roof
mechanic,
contractor)
School nurse
Scientist

Secretary
Security Guard
Selfemployed
Shoemaker
Shop Assistant
Silversmith
Singer
Sound technician
Stockbroker
Stonemason
Student
Surgeon
Surveyor
Tailor
Taxi driver
Teacher
Tour guide
Waiter (favorite)
Driver
Watchmakers
Web designer
Window Cleaner
Zone therapist

WHO DO YOU KNOW IN ANOTHER COUNTRY?

Austria
Belgium
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Italy
Iceland
Latvia
Lithuania
Netherlands
Northern Ireland
Norway
Poland
Romania
Slovakia
Sweden
Switzerland
U.K.

NAME LIST

NAME LIST

NAME LIST

NAME LIST

NAME LIST

NAME LIST

[illegible]

2 PRIORITISE

Take your name list and sort it into two categories: Prospective customers for Eqology products (customer list) and: Prospective partners to enable you build your first team (Business Partners list). Now organise each of these lists into order of priority. The most successful Business Partners are the ones that prioritise which opportunities are best and deserve attention.

CUSTOMER LIST

We recommend new Business Partners begin by approaching friends, family and the people on your name list who have a natural interest in (i) using dietary supplements or (ii) pursuing selfdirected preventative health care and wellbeing activities (e.g. interested in improving diet, physical and mental health, likes to go to the gym, participate in regular exercise or wants to make lifestyle changes). If you have completed step 1 (name list) and 2 (prioritise) correctly these people should now be at the top of

your customer list. Your first 5–10 customers are among these names they are the individuals who are likely to shop in your Eqology store.

BUSINESS PARTNER

Who do you know who is ambitious, sociable, likeable, clever, positive and who possess some leadership qualities and open to taking on a challenge?

These people should be placed on your prospective Business Partners list.

CUSTOMERS

Name	City	Phone
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

BUSINESS PARTNERS

Name	City	Phone
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

3
FOR
FREE



*You pay only shipping and handling fee for your FREE product.
Read more at eqology.com

GET YOUR PRODUCT FOR FREE*



BUY ANY BUSINESS KIT

Sign up 3 customers



CUSTOMER 1

Buy Pure Arctic Oil,
Pure Vegan Oil, Vitamin K2+D3,
Essential, Anti Age Collagen,
Shake or Pure Arctic Oil For Kids



CUSTOMER 2

Buy Pure Arctic Oil,
Pure Vegan Oil, Vitamin K2+D3,
Essential, Anti Age Collagen,
Shake or Pure Arctic Oil For Kids



CUSTOMER 3

Buy Pure Arctic Oil,
Pure Vegan Oil, Vitamin K2+D3,
Essential, Anti Age Collagen,
Shake or Pure Arctic Oil For Kids

* Receive the product that 3 of your Customers purchased for free in the following calendar month.

BUILDING YOUR FIRST CLIENT BASE

In addition to developing new Business Partners, it is important to develop a solid customer base.

Remember, some of the people on your list of prospective customers (customer list) may also be or become prospective business partners. However, it's important to steadily build a solid customer base because these people generate your long term residual income. Spend time trying to organize your name lists to ensure a good mix of customers and BUSINESS PARTNERS (balance your opportunities).

Eqology offers a unique 3 FOR FREE system that allows you to have 3 customers with Pure Arctic Oil, Pure Vegan Oil, K2+D3, Essential, Anti Age Collagen, Shake or Pure Arctic Oil For Kids and get your product FREE* next month. Therefore 3 customers is the minimum of activity we expect from a new Business Partner.

Suppose you have 50 BUSINESS PARTNERS who provide 10 clients each. Then you will

be paid for a customer base of 500 people. Has the same 50 Business Partners 2 clients each, there will be a 80 % reduction in your commission rewarding income. It is important that you learn the benefits of using Eqology products. When you start up your business concentrate on our main products. It goes without saying that using these products every day improves your ability to market them in a credible manner.

An important tool to promote our products is the Eqology Magazine. Always have a customer magazine readily available when talking to prospective customers. It allows your customers to get a taste of our products like Pure Arctic Oil, Pure Vegan Oil, or Shake. In 8 of 10 cases customers respond positively to our Eqology Magazine – it's an excellent tool to build your customer base!



HOW TO LAUNCH YOUR CUSTOMER BASE

1. Invite the best prospects from your customer list to an product meeting/evening in groups of 3-8 people.
2. Visit prospective customers on your name list and promote our products.

TIP: We recommend bringing your Sponsor or upline to the meeting until you feel ready to manage these events on your own.

Before your Product Meeting/Product Evening, make sure you have read our Eqology Magazine and tried our main products Pure Arctic Oil Premium and Shake. In our experience, to achieve 3FF, it will require you to approach at least 5 people. Start with your top prospects on your customer list.

Under the heading "book meetings" you will find some effective ways to approach your prospects and invite people to a Eqology product meeting/Eqology product evening.



» *It is through customers you earn long term residual income.*



Tips on how to arrange a Product Meeting/Evening

1. Invite enough people, ideally you want to have between 3-8 guests (8-15 invitations)
2. Be attentive
3. Talk to all participants before your product presentation
4. Use product stories that are in the room
5. Focus on Pure Arctic Oil Premium
6. Explain our products and test them
7. Provide the necessary assistance to attain your first goal of becoming 3FF

Remember to bring:

1. Pure Arctic Oil Premium and Omega-3 Tests
2. Shake and Vitamin K2+D3
3. Eqology Magazine
4. PC or tablet

My first Product Meeting/Evening:

Date: Time: Name: Place:

Date: Time: Name: Place:

Date: Time: Name: Place:

Date: Time: Name: Place:

3 BOOK MEETINGS

A good way to approach your first Product Meeting/
Evening is to follow our simple, tried and tested,
preprepared template.

Initially, when you make calls to prospective customers, it can be tempting to tell them all about Eqology, Eqology Products and the Business Partner opportunity. However, for both you and your contacts' sake, it is important that they get the best first impression of Eqology.

Therefore, resist the urge to prematurely discuss our products and instead wait until the Product Meeting/Evening and allow your sponsor the opportunity to do the work, lead by example and "show you the ropes".

EXAMPLE OF STARTING TELEPHONE CALL:

1. The opening:

"Hey, _____ calling."

2. Arrange time and place:

"How is your schedule for next week? Can we meet Wednesday or Thursday?"

The following example is to invite customers to an Product Meeting/Evening. Resist the urge to prematurely discuss the products/business opportunity and allow your sponsor the opportunity to do the work at the meeting.

5 STEPS FOR SUCCESSFUL INVITATIONS:

1.

The Opening.

Example: "Hey, it's your name calling".

2.

Arrange time and place.

"How is your schedule for a week? Can we meet Wednesday or Thursday?"

3.

The reason why you want to meet them.

"The reason that I want to meet you is (see various examples on the following pages)".

4.

Say you have to bring your sponsor/friend/colleague to answer potential questions.

5.

Confirm the meeting.

"See you on Wednesday at 7 pm at (address)".

TIPS ON HOW TO BOOK MEETINGS:



- Prepare what you will say: Proper Planning Prevents Poor Performance
- Enthusiasm: You must have pace
- Work your name list: Call as many as possible in the shortest possible time
- Stay focused on why you are calling: It's the meeting you want
- Be amicable: Be professional
- Confirm the agreed time
- Be brief in your phone call
- Exit

EXAMPLES FOR PHONE CALLS TO CUSTOMERS FOR **PRODUCT MEETING/EVENING**

PRODUCT MEETING/PRODUCT EVENING:

- ▶ I'm calling to invite you to an exciting Product Meeting/Evening. You will get more information about the products and the benefits they can provide at the meeting. There will be the opportunity to try them including a test to check your Omega-3 level if you wish. There are limited places, but I would like to give you the opportunity since I know you are interested in dietary supplements/self directed health care/preventative health care/well being. It is informal, friendly and totally noncommittal.
- ▶ I'm calling you because I know you are interested in health / fitness / dietary supplements/ well being/preventative health care. I have started working with some exciting health products that I think you'll like. Would you gather some friends/girlfriends/colleagues for an Ecology Product Meeting/Evening where we can talk about for example, omega-3, vitamins and minerals? I will provide product samples for everyone to try including, if you like, an Omega 3 test. It is an informal gathering, friendly and without purchase commitments.

CUSTOMER MEETING:

- ▶ I have started using some products that I think you'll like. Is it OK for you if I come back and show you a product Magazine and bring some samples?"
- ▶ I remember that you have complained a bit about health recently. I have started with a healthier lifestyle and began using some great products dietary supplements that help me. Of course there's no guarantee that it works for you but I wanted you to know about it. Is it okay if I drop by with some product samples and further information?"
- ▶ I know you are concerned about your health. I recently started a new business venture and need some people who can listen to a product presentation. Perhaps it would be interesting for you or you can give me some good feedback? Is it ok if I drop by and show you what I am doing perhaps you want to take some samples?

EXAMPLES FOR PHONE CALLS TO POTENTIAL **BUSINESS PARTNERS**

- I've recently embarked on a new business venture in the market for dietary supplements/or vitamins, minerals, nutritional & herbal supplements. I've been thinking about you and wanted to show you my new concept. I'm sure you will find it exciting, maybe this could be something for you or someone you know.
- I know you are energetic/outgoing/hardworking person. I've recently embarked on an exciting business venture in the market for dietary supplements/or vitamins, minerals, and nutritional and herbal supplements: Lifestyle improvement products. I think you should take a look at it there is no obligation to make a commitment but I think it may be of interest to you.
- I have been running a business with a buddy and we need a few more talented people on the team I thought of you. We have the potential to launch a new product on the market. It has enormous potential. I wondered if you would like to be the one to join us in this opportunity.



The 4 Character Traits

When we contact people, it is important to note that we are all motivated in different ways.

We can categorize people into four different behavioral styles. By learning to recognise the character traits of the person you are approaching you can improve your results because you are better able to relate to them and their particular needs. These character traits describe how we behave socially

and how we communicate with others. They reveal something about who you are and what motivates you. Most people have all of these traits, to one degree or another, but in certain situation they may have a tendency to behave more like the caricature of a specific trait.

By being aware of these behavioral traits we can better communicate with prospective customers and prospective Business Partners by talking to them on their level.

Here are some typical features of the various character traits and keywords associated with each of the four character traits followed by the style and emphasis of communication that appeals to them:

BLUE

- Impulsiveness
- Like everything that is fun, party, traveling
- Like to meet new people
- Love variation
- Has a weakness for compliments
- Wonderful storytellers

If you know someone like this then the style and emphasis of communication: All the new people you get to meet. You get to go on stage, you face challenges, teamwork and job is very rewarding. Network Marketing is never routine, something happening all the time! Imagine how much fun we're going to have! **Who do I know that are blue?**

YELLOW

- Likes to help others
- Resists putting their own needs first
- Supports and encourages others
- Does not like to be in the spotlight
- Does not like having to choose or take responsibility

If you know someone like this then the style and emphasis of communication: Avoid the need for them to make a lot of decisions. Focus on, how many people need these products / income and that you can help. You can work at your own pace. We two can do this together. You don't need to go on stage. The most important thing in network marketing is relationships and support one another. **Who do I know that are yellow?**

RED

- Researcher / Analytical
- Methodical and thoughtful
- Considers carefully and takes time to decide
- Doesn't like change, likes order and predictability
- Like factual information

If you know someone like this then the style and emphasis of communication: Norwegian company, in existence since 1998, solid, stout and predictable. Solid documentation on products and research behind. Build "brick by brick" to create a safe and predictable extra income. **Who do I know that are red?**

GREEN

- Action & Results Orientated
- Self motivated and well organized
- Strong impetus for success
- Management and planning skills
- Likes to take responsibility

If you know someone like this then the style and emphasis of communication: Salary Potential without limit. You get the opportunity to set goals and lead others toward these goals. People who set clear goals and who are disciplined have the greatest chance of success in this industry. Here you get the opportunity to see "the big picture". **Who do I know that are green?**

4

PRESENT

Introduce your prospective BUSINESS PARTNER in a 2:1 meeting, a First Look.

Your task is to invite your prospect to the meeting, introduce your sponsor or line-up who will present Eqology, tell them why you invited them to the meeting, why you have chosen to work with Eqology and why you want to work with them. Working with your sponsor provides you with an excellent opportunity to listen and learn from them.

Enthusiasm, a positive attitude and a willingness to contribute during the presentation are important attributes of successful Business Partners. Take notes and let your sponsor do the job until you feel confident to do it yourself. A good overview of Eqology's and Eqology products takes about 20-30 minutes.

Remember to bring Eqology Magazine, computer or tablet, Pure Arctic Oil Premium, Omega-3 Test and product samples. This will make it easier for you to succeed and achieve a positive outcome.

Second Look – meeting 2

Not everyone "takes the plunge" on the first meeting. Therefore it is important to arrange a followup meeting. Ideally, this should be held within 48 hours of the First Look meeting with prospective BUSINESS PARTNER. Followup meetings should be arranged at the end of the First Look meeting.

Here the prospective Business Partner answers questions so you can get on with the process. Our mission is to provide enough information so that the prospective Business Partner can make an educated decision. Many will make a decision after this meeting.

TIPS for Second Look

- Ask what motivates the person
- Answer questions that are important for the competent
- Have they understood Eqology Director in 60 days'?
- Have they tried testing the Eqology product range?
- Find out where they are on the scale 1/10
- What do they need to agree to start?





» *Have you ever played the game "chinese whispers"?*

DUPLICATION

If you have, you will probably know that all too frequently the final message is not the same as the one originally intended once it's passed (repeated) from one person to the next it changes. This can be a fun game at a children's party but it can be catastrophic for organisations.

Duplication is the key to success. Make sure all Business Partners follow the same system by for example using the Start Up manual every time you get a new Business Partner. It is always tempting to try something new in order to speed up the process but it's rarely smart.

The system in the Start Up manual has tried and tested and is easy to learn and teach to others. By making all of your activities systematic they look simple which encourages others to think "I can do this as well". Duplication is the key to building residual income over time.

It is important that you do not go into roles that may reduce the potential for your organization to duplicate itself. Below are some a few examples of the types of behavior that can damage your potential to build residual income.

Superman

They make all presentations in their network and have all answers to every question. They become the "guru" of their team. Its rare that anything happens without them having a hand in it. The team is dependent on them and rarely leans on their own ability. Everyone thinks "I can never be as good". The outcome: The team becomes 100 % dependent on Superman. Avoid becoming your own worst enemy.

The smart guy

This person believes they have found a better way to do business than their sponsor and end up trying to teach them. They are constantly being distracted and trying to create shortcuts through for example sponsoring celebrities, hotel chains and sports teams. Working with friends and acquaintances becomes too boring for them: They often end up quitting after six months because the model they are trying to get to work is too complicated and rarely duplicated. So they never earn good money. In this business it is the simple things that work: FOLLOW THE SYSTEM.

Martyr

The Martyr wants everyone to succeed and spends a lot of time trying to get everyone across the finish line. Most of their time is spent on trying to change people who do not want to change and trying to convince them they should work with Eqology. Their hope and beliefs in people are based on their potential for action. They forget to use their time on the best prospects and eventually it becomes difficult to maintain their motivation. Use your time on those who want something, and the people that through action show they mean business.



***Remember
everyone is doing
what you do, not
what you say.***

Product Professor

Some become so good at presenting the product in every detail that they are caught up in the "professor" role. They get some customers because they are convincing with all of their knowledge about the product. Knowledge and expertise about the product is good if people have questions but it's best to create great stories about the product and benefits of using the products. This makes people engaged and is easy to duplicate. "Facts tell, stories sell".

Hollywood Director

The Hollywood director starts with new BUSINESS PARTNERS and customers coming into the store right away. After this, they quickly slip into the "management mode"/ director mode and believe they need to govern those under them to do the job. They start calling everyone in their group and asking them questions like how many meetings they have organised etc. Everyone in their organization starts doing the same as them; Nothing.

Fortune Hunter

The Fortune Hunter sees this opportunity as a "get rich quick" concept. They think of 3-4 people that they think will be perfect for working with Eqology and invest heavily in trying to get them to join. They do not waste time with the name list nor work systematically. They are therefore at the mercy of a handful of people (which unfortunately rarely succeeds). It may look easy on paper with three clients and three BUSINESS PARTNERS but this approach is unfortunately far from reality. Do not fall into the trap of the "Fortune Hunter". Systematically approach the task at hand. Follow the system and do a little every day.

5 FOLLOW-UP

"A couple of times annually we arrange much larger gatherings where you get the opportunity to learn from the best in Eqology. Nothing can be compared to the benefits of attending one of these events.!"

By following steps 1 - 4 you can embark with confidence in your new business venture as an Business Partner.

These steps will improve the opportunity to start up a small team of Business Partners and build a solid customer base.

Before you can really begin to rise up the ranks it is important that we work closely with the newcomers, so that you can start up your business quickly and successfully. Initially this will be as simple because we help everyone with the first steps: Make lists, acquire customers and book appointments.

80 % of your time will be used on this to create a good organization. Eventually you team will need more skills and it is important that everyone takes part in the whole system consisting of team meetings, hotel meetings, boot camps and events.

A couple of times annually we arrange much larger gatherings where you get the opportunity to learn from the best in Eqology. Nothing can be compared to the benefits of attending one of these events. You get the knowledge and motivation you need to work professionally with Eqology.



LAIKAS 80%

REZULTATAS 5%

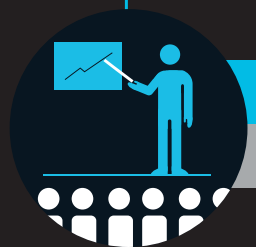
- Pristatymai 2-1



LAIKAS 15%

REZULTATAS 15%

- Mokymasis ir grįžtamasis ryšys
- Verslo partnerių mokymai
- Verslo susitikimas
- Produktų pristatymas
- Akademijos mokymai



REZULTATAS 80%

LAIKAS 5%

- **RENGINIAI**



Naujas apmokytas Verslo partneris

6 YOUR FIRST MEETING

YOUR FIRST MEETINGS

	NAME	PLACE	TIME
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>

GOAL

It is important to set shortterm (e.g., 90 days) and longerterm goals for which title you want to achieve in Eqology. Discuss together with your

sponsor/upline and find out whether it is realistic on the basis of hours you set aside for Eqology each week.

TITLE/GOAL:

90 days:

1 year:

3 years:

5 years:

To achieve this, I will use hours per week to work with Eqology.

30 DAYS

3
FOR
FREE

YOU



DATE:

3 For Free

CAB 60 EUR*

FSQ & TEAL LEADER

2.000 QV

YOU



DATE:

FSQ Bonus 100 EUR

RA Bonus 100 EUR

60 DAYS

DIRECTOR

4.000 QV

YOU



DATE:

Director 60 Bonus 250 EUR

RA Bonus 250 EUR

Mentor Bonus: 288 EUR*

12 MTH.

10X
EQOLOGY™
IUX

Receive your initial Business Kit purchase paid back by EQOLOGY.

All you need to do is keep 10 direct customers for 10 months with Pure Arctic Oil or Pure Vegan Oil Premium Subscription/Pre-Paid to achieve 100 Pure Arctic Oil or Pure Vegan Oil Subscription/Pre-Paid purchases within 12 months from the day you purchased your Business Kit! Additionally, you need to sign up 5 Business Partners with any Business Kit or higher!

YOU

12 months



DATE:

*Read more in the Eqology Compensation Plan.

»» Your checklist
will help you
organize your
Business

CHECKLIST

- ☐ Ordered Pure Arctic Oil Premium and Vitamin K2+D3
- ☐ Taken Omega-3 Test
- ☐ Watched all our videos at tv.eqology.com
- ☐ Written a name list of a minimum of 100 Contacts
- ☐ Held an initial meeting with the sponsor (within 48h)
- ☐ Prioritised top 15 prospects and top 15 potential Business Partners
- ☐ Booked 10 customer meetings and/or Product Meetings/Evenings
- ☐ Booked 10 First Looks with potential Business Partners
- ☐ 3 For Free with Pure Arctic Oil Premium
- ☐ Sponsored 3 Business Partners
- ☐ Date next hotel meeting
- ☐ Date next house meeting
- ☐ Bought a ticket to the next Kick Off
- ☐ Read Start Up

DESIGN YOUR OWN FUTURE

Start Up is written to give you the best chance to succeed as an Eqology Business Partner. The information contained here is a result of thousands of hours of work, presentations and personal experiences of those Eqology Business Partners who have achieved success with Eqology.

The only thing you need to do is systematically follow the recipe for success and have patience so we can guarantee that the results come.

We recommend you keep up to date by regularly checking our website, our various Facebook pages and most importantly, attending as many Eqology activities as you can.

As with most things in life, your Eqology Business cannot succeed by itself. You must be willing to learn and work systematically, prioritising your activities so that over time you can get to the top levels of Eqology.

We look forward to an exciting, informative and rewarding future with you.

*Let us together make
Eqology your success!*

A serene landscape photograph featuring a white fishing boat with orange accents on a calm, reflective lake. The boat is positioned in the lower right, with its reflection clearly visible in the water. In the background, a large, rugged mountain with patches of snow rises above a forested shoreline. The sky is filled with soft, grey clouds, and the overall color palette is cool, dominated by blues, greys, and whites, with the boat's orange providing a subtle contrast.

It's
in our
nature

The logo for EQOLOGY, featuring the word in a bold, sans-serif font. The 'Q' is stylized with a small circular element inside it.

EQOLOGY

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Pb. 514, 0283 Oslo
Norway
eqology.com

It's in our nature