



**Ready...Set...Grow!**

Your Guide to Getting Started &  
Achieving Success Start Awards



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Organic Skincare, Powered by Nature

## Welcome to NYR Organic!

We know you can't wait to begin your NYR Organic business! Take the first exciting step by completing this *Ready...Set...Grow!* guide to ensure you set a strong foundation for your business while achieving your Success Start goals.

Our pioneering organic beauty, health and wellbeing company has a powerful mission – to transform people's lives by inspiring, educating and empowering them to live by the principles of natural health. We're thrilled you've chose to become part of the Neal's Yard Remedies organic revolution!

While making a difference in people's lives as an NYR Organic Consultant, you'll also be making a difference in your family's income. You'll receive a 25% commission on your sales with the opportunity to receive bonuses and promotions as your business grows.

Being self-employed is something many people dream of, and you deserve our respect and congratulations for taking this positive step! Your recruiter, upline Leader and Home Office team are here to support you throughout your NYR Organic journey. We're delighted you have joined NYR Organic and wish you every success as an independent Consultant!

Warm Regards,



Dolores Granato

U.S. Sales & Operations Executive



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## NYR Organic: A Company You Can Believe In

As an independent salesperson, you want to be proud of and believe in the company and products you represent. Here's why you'll always be proud to represent Neal's Yard Remedies!



Neal's Yard Remedies was founded by Romy Fraser in 1981. Today, awareness and interest in natural remedies for body care are on the increase. Yet when

Romy opened her first shop in Covent Garden in central London, she was one of the few pushing against the synthetic chemical approach to skin and health care that had been adopted by much of the industry. Her vision was to bring the expertise of the apothecary and a holistic approach to health and beauty to local people in their communities.



In 2005, world-renowned entrepreneur and organic farmer Peter Kindersley purchased Neal's Yard Remedies and today there are 38 stores in the UK, 14 in Japan and 1 in Dubai along with direct selling businesses

called NYR Organic in the U.K. and America.

What matters to us are people – their health and happiness. We're obsessed with discovering and delivering natural ways to improve health and well-being by offering outstanding natural and organic skin and body care products. And what could be more natural than experiencing our organic, natural products in the relaxed atmosphere of the home, in the company of friends, in the capable hands of a trained Consultant!

### Our Vision

*The Neal's Yard Remedies vision is to transform people's lives by inspiring, educating and empowering them to live by the principles of natural health.*

### Our Values

- We are passionate about natural medicine and the difference it can make in people's lives.
- We celebrate organic, wild and natural.
- We can create a greater appreciation of nature's medicine cabinet by educating our customers.
- We listen to our customers, so that we are able to assist them in making an informed choice.
- We feel responsible for the world around us and believe that there is a better way of living that is more sustainable.

Throughout the entire Neal's Yard Remedies organization, we incorporate these values into the way we conduct business, and we share our values with our Consultants and our customers.



## NYR Organic: Products You Can Be Proud to Sell

We design, test and manufacture the majority of our products at our eco-headquarters and organic garden in Gillingham, Dorset, England. It is home to our team of experts in natural health and beauty who create our award-winning products. In our state-of-the-art laboratories, we develop herbal remedies, skin care and body care products that use the nourishing properties of the purest natural ingredients.



**BEST BRITISH BRAND**  
*Neal's Yard Remedies*

**BEST CERTIFIED ORGANIC SKIN PRODUCT**  
*White Tea Enriching Facial Mask*



**BEST CERTIFIED ORGANIC SKINCARE PRODUCT**  
*Frankincense Hydrating Cream*



**BEST ORGANIC RANGE**  
*Neal's Yard Remedies*

**BEST NIGHT CREAM**  
*Winner - Rose & Almond Night Cream*

**BEST CLEANSING FACE MASK**  
*Winner - Wild Rose Beauty Balm*



**BEST ORGANIC PRODUCT**  
*Frankincense Hydrating Cream*



**BEST MOISTURISER FOR DRY SKIN**  
*Frankincense Nourishing Cream*

**BEST FACIAL OIL**  
*Orange Flower Facial Oil*



Take a second look at our labels. They're filled with information that sets us apart from other skincare brands.

**91% ORGANIC**

Shows the amount of organic ingredients in our products—however high or low.



We believe that wild is the ultimate organic so wherever we can we wild-harvest.



We've chosen the Soil Association to certify our organic products as they're widely recognized as having the highest organic standards. See labels for their logo.

*We are constantly looking out for ways of increasing the organic levels in our products.*

Saying no is something we're actually quite proud of. You'll find this list around the base of our labels. Here's what it all means:



**NO ANIMAL TESTING**—unnecessary and cruel

**NO GMO INGREDIENTS**—not enough is known about the long-term implications

**NO PARABENS**—linked to estrogen overproduction and breast cancer

**NO NANO PARTICLES**—not enough is known about the long-term implications

**NO SYNTHETIC FRAGRANCES**—often associated with allergic reactions

**NO SYNTHETIC COLORS**—often associated with allergic reactions

**NO SILICONES**—coat the skin, impeding its natural function

**NO MINERAL OILS**—derived from petroleum, have a tendency to block the skin

**NO PHTHALATES**—reported to have toxic impact on human and animal life

**NO EDTA**—doesn't readily biodegrade

**NO PROPYLENE GLYCOL**—derived from petroleum

**NO CARBOMER**—derived from petroleum

**NO DEA**—associated with known carcinogens

## 10 Steps to Growing a Healthy Business

When starting a new business, there is always a checklist of actions to be taken that will quickly and successfully grow the business. Here are 10 steps you can take to ensure your NYR Organic business is blooming in no time!

### 1. Commit to a Successful Start

NYR Organic offers new Consultants a generous rewards program for sales and recruiting called Success Start – you can receive \$950 worth of rewards during your first 90 days!

### 2. Schedule Your Starter Party

Your Starter Party is a party held in your home within 7-10 days of signing up as an NYR Organic Consultant. You'll invite friends, family, co-workers – everyone you can think of! The purpose is to announce the opening of your business and to schedule future parties. You, your recruiter or your upline Leader will conduct the party and you'll want to plan the details together.

### 3. Plan Your 30-Day Schedule

We're all super busy, but when you learn the process of "time-blocking," you'll realize you can easily fit your new business activities into your schedule.

### 4. Create Your Contact List

Who do you know who deserves to hear about fabulous NYR Organic products, our generous Host Rewards program and/or our wonderful business opportunity? Creating and maintaining a Contact List is vitally important to the long-term success of your business.

### 5. Schedule Your First 6 Parties

Now that your Contact List is complete, it's time to schedule your first 6 parties! You will do this by phoning the people on your Contact List or by talking with them face-to-face.

### 6. Take Advantage of Training

The best way to learn how to conduct an NYR Organic party is to attend one and watch the Consultant in action. You can also learn more about all aspects of being a Consultant by attending local meetings in your area as well as joining in on our monthly tele-classes and webinars.

### 7. Hold Your First 6 Parties

In addition to having lots of fun, you'll gain confidence and skills at your first 6 parties!

### 8. Market Your Business

You are now an entrepreneur, a person who manages her/his own business. Way to go! As with any business, in order for yours to be successful, people must know about it. You need people who will buy your products, schedule parties with you and join your team. The only way you're going to find these people is if you spread the word about NYR Organic!

### 9. Earn Bonuses

The NYR Organic Career Plan offers you a wonderful opportunity to earn and grow at your own pace. Whether you became a Consultant to earn a little extra cash or to replace a full-time income, it's helpful to have a basic understanding of how the Career Plan works, so you can decide how to make it work for you!

### 10. Dream Big

What would you love to have in your life right now – more money, more fun, more satisfaction, less stress? Dream big and create a plan to achieve those dreams!



## Step 1: Commit to a Successful Start

As a new Consultant, you are encouraged to participate in our rewarding Success Start program. This program, exclusively for new Consultants, offers up to **\$950 in free products, business tools and bonuses** when you meet specific sales and recruiting goals in your first 90 days of business.

Goal	Your Success Start Tracking Chart		Reward
<b>LEVEL 1</b> Hold your Starter Party and place total cumulative retail sales of \$300 within 21 days of being registered as a Consultant.	Orders Placed Within 21 Days: \$ _____    \$ _____ <b>TOTAL:</b> \$ _____    \$ _____    \$ _____		You receive a <b>Business Builder Pack</b> worth \$25!
<b>LEVEL 2</b> Hold additional parties and place total cumulative retail sales of \$700 within 30 days of registration.	Additional Orders Placed Within 30 Days \$ _____    \$ _____ <b>TOTAL:</b> \$ _____    \$ _____    \$ _____		You receive a <b>\$50 Success Voucher!</b>
<b>LEVEL 3</b> Hold additional parties and place total cumulative retail sales of \$1,400 within 60 days of registration.	Additional Orders Placed Within 60 Days \$ _____    \$ _____ <b>TOTAL:</b> \$ _____    \$ _____    \$ _____		You receive a <b>\$75 Success Voucher!</b>
<b>LEVEL 4</b> Hold additional parties and place total cumulative retail sales of \$2,400 within 90 days of registration.	Additional Orders Placed Within 90 Days \$ _____    \$ _____ <b>TOTAL:</b> \$ _____    \$ _____    \$ _____		You receive a <b>\$100 Success Voucher!</b>
<b>BONUS RECRUITING AWARD</b> Given <b>each time</b> during your first 90 days you recruit a new Consultant (maximum 4) who sells \$300 in her/his first 30 days.	1.	\$300? Y N	You receive a <b>\$75 Recruiting Reward Voucher!</b>
	2.	\$300? Y N	
	3.	\$300? Y N	
	4.	\$300? Y N	
<b>TEAM LEADER BONUS</b> Recruit and activate 4 personal Consultants per the NYR Organic Career Plan within 3 calendar months of registration and achieve Team Leader status.			You receive a <b>\$200 Leadership Bonus</b> <i>in addition</i> to the <b>Rank Advancement Bonus of \$200!</b>

\* This chart provides an overview – see program flyer for complete details.

## Step 2: Schedule Your Starter Party

To grow quickly and achieve your Success Start goals, you'll want to schedule the date for your Starter Party within 7-10 days of starting your business.

A "Starter Party" is simply an NYR Organic party held in your home conducted by you, your recruiter or your upline Leader to announce the opening of your business. Your goals at the Starter Party are:

1. Schedule 6 or more future parties.
2. Sell products.
3. Identify someone with whom you would enjoy working. (It's more fun to start a new venture with a friend!)

Since it may be difficult to find a date/time that is perfect for all your friends, just select a date and time that works for you. You'll be contacting plenty of people (Step 5) to ensure you'll have enough guests.

**My Starter Party will be held on:**

\_\_\_\_\_ (date)

at \_\_\_\_\_ (time).

**NOTE:** If your recruiter or upline Leader conducts the Starter Party for you, she retains the sales and profits as she is using her experience, time and supplies to plan and conduct the party. In this scenario, you would receive the Host Rewards for your Starter Kit, any future parties scheduled and the benefit of observing a more experienced person in action.



## Step 3: Plan Your 30-Day Schedule

One visible symbol of a Consultant's success is a calendar showing NYR Organic parties scheduled each week. Holding a consistent schedule of parties builds your confidence, increases your income, leads to future business and brings you closer to achieving Success Start.

One of the most exciting benefits of your NYR Organic business is its flexibility – you can easily work it around the other activities in your life. However, it's easy for time to get away from us. If you wish to be successful as a NYR Organic Consultant, you can work your business part-time or full-time, but not "sometime." That's why all Consultants are encouraged to plan their work and work their plan.

On the next page you'll find a blank calendar you can use to block out the activities of your first 30 days in business.

Consult the welcome e-mail you received from the Home Office and begin your calendar with your registration date.

End the calendar with your 30 days' date. (Highlight your 21<sup>st</sup> day as that is the deadline for Level 1 Success Start.)

Here's a process for completing your calendar:

- 1.** Write in your work, family and personal obligations for the next 30 days.
- 2.** Block time to observe 1-2 NYR Organic parties conducted by your recruiter or upline Leader if possible.
- 3.** Block 2 or more specific times each week to hold NYR Organic parties. (Offer your potential Hosts a choice of any two of these dates – this puts YOU in control of your schedule.) It's also

easier for your family to adjust to your work schedule when you create a routine that includes the same number of parties each week.

**4.** Block "Home Office" time to catch up on paperwork, place orders, make calls and send e-mails.

**5.** Block time to attend any local meetings or training sessions as well as to attend tele-conference classes and webinars.

Take a few minutes right now to complete your first monthly calendar. Managing your time helps you complete both personal and business activities successfully which will give you a great sense of satisfaction.



SATURDAY				
FRIDAY				
THURSDAY				
WEDNESDAY				
TUESDAY				
MONDAY				
SUNDAY				

## Step 4: Create Your Contact List

One of the best ways to market your business is to create a list of 100 people you know and let them know you're in business!

Your first reaction may be: "But I don't *know* 100 people!" What you're really saying is, "I don't know 100 people who are interested in NYR Organic." But think about that response. How do you know? Without asking, how do you know who *is* or *isn't* interested in the products, the hosting opportunity or the business opportunity?

Do your best not to pre-judge a person's intentions. Simply list 100 people you know and take it from there. List everyone you know – from those you know very well, to others with whom you have a passing acquaintance. To get your mind moving, get out your address books, organization directories, neighborhood lists and parents' group directories.

You'll find your Contact List continuing to expand because the people you know will lead you to other friends. Turn the page to your Contact List and begin now. Challenge yourself to get a name on every line. Then put a star beside at least five people on your list who you think would be great Consultants and plan with your upline Leader how you can share the business opportunity with each of them. This is an ongoing list, so continue to add new contacts daily.



### Contact List

A simple way to start your Contact List is by using the acronym FRANK:

**F** = Friends

**R** = Relatives

**A** = Associates and Acquaintances (yours/your spouse's)

**N** = Neighbors (past and present)

**K** = Kids (people you know through yours)

Other ideas:

- People on your holiday card list
- Clubs and organizations
- People from religious affiliation
- Friends from high school or college
- Working moms
- People who are on their feet all day
- People who need to be pampered
- Newlyweds / new moms
- Postal carriers
- Florists
- Massage Therapists
- Yoga Instructors
- Grandparents
- Nail Technicians
- Orthodontists / Dentists
- Personal Trainers
- Nutritionists
- Wedding Coordinators
- Real Estate Agents
- Teachers
- Chiropractors / Doctors
- Coaches / Instructors

## Contact List

1.	26.	51.	76.
2.	27.	52.	77.
3.	28.	53.	78.
4.	29.	54.	79.
5.	30.	55.	80.
6.	31.	56.	81.
7.	32.	57.	82.
8.	33.	58.	83.
9.	34.	59.	84.
10.	35.	60.	85.
11.	36.	61.	86.
12.	37.	62.	87.
13.	38.	63.	88.
14.	39.	64.	89.
15.	40.	65.	90.
16.	41.	66.	91.
17.	42.	67.	92.
18.	43.	68.	93.
19.	44.	69.	94.
20.	45.	70.	95.
21.	46.	71.	96.
22.	47.	72.	97.
23.	48.	73.	98.
24.	49.	74.	99.
25.	50.	75.	100.

## Step 5: Schedule Your First 6 Parties

Scheduling 6 or more NYR Organic parties (including your Starter Party) in your first month will help your business get off to a strong start. Parties are your “business office” – the place you sell products, schedule more parties and recruit/train new Consultants. They are the foundation of your business.

With every party you hold, your confidence will grow and so will your bank account. As you experience how receptive people are to NYR Organic products, you’ll understand why successful Consultants keep a consistently full schedule of parties.

Now that your Contact List is complete, it’s time to schedule your first 6 parties! You will do this by phoning the people on your Contact List or by talking with them face-to-face. If a person is not able to schedule a party right away, you’ll want to invite her to your Starter Party. If she is not available to attend your Starter Party, you’ll want to offer her a one-to-one appointment to sample NYR Organic products.

The phone call script below will help you schedule your first 6 or more parties. You’ll want to practice it out loud with a friend or family member until you become comfortable with the words – feel free to adapt them to “make them your own.”

### Phone Call Guide

#### Connect

“Hi, \_\_\_\_\_, this is \_\_\_\_\_.” *(Briefly catch up, or if you aren’t well acquainted, remind her how you met.)*

#### Explain Why You Are Calling

“The reason I’m calling is because I have just started a new home-based business representing NYR Organic. Are you familiar with NYR? (Pause) We’re a certified organic skincare company that was started in the U.K. almost 30 years ago and has just opened in the United States. We’re famous for our luxurious

skin care and body care products that are kind to your body and your health. The best way to experience our products is at a party – a night of pampering for you and your friends. I’m sure you have some friends and family members who would enjoy an event like that! As a Host you can receive free products and discounts.”

#### Offer a Choice of Dates

“I’m scheduling my first 6 parties for the next three weeks and I’d like to offer you the first choice of available dates. I have \_\_\_\_\_ (date) and \_\_\_\_\_ (date) open at \_\_\_\_\_ (time)? What do you think? What date would work best for you?”

#### If Yes, Continue...

“Great! I will bring by (or send you) some information to help you have a successful party. In the meantime, go ahead and start calling people and inviting them. Your personal invitation on the phone or in person is the key to having a lot of people attend.”

#### If No, Invite to Starter Party...

“I understand that now is not a good time for you to Host. I’m hosting a party for my friends in my home on \_\_\_\_\_ (date/time). Everyone will be treated to a relaxing evening of pampering, including a facial. Can I count on you to join us?”

#### If No, Offer a Private Showing...

“I have another idea – how about if I stop by for a few minutes next week to give you a private showing of these fantastic products? We could do a mini facial in about 20 minutes and you can see for yourself what a difference these products can make. I’d really love to see what you think.”

## Step 6: Take Advantage of Training

NYR Organic provides a variety of tele-classes, webinars, meetings and training materials to help Consultants enhance their skills and confidence. Your recruiter and upline Leader will also support you every step of the way! Dates, times and call-in numbers for tele-classes are listed each month in our electronic newsletter called *Health, Wealth & Happiness*. You'll find local meeting dates in the newsletter, too!

### ***To gain product knowledge...***

- Attend parties to observe how an experienced Consultant introduces each product.
- Read each product description in the catalog.
- Review the product descriptions, ingredients and usage directions online.
- Watch the product knowledge DVD included in your Starter Kit.
- Attend product tele-classes.
- Attend NYR Organic's monthly webinar. (E-mail invitations are sent each month to all Consultants.)
- Read our monthly electronic newsletter.

### ***To learn about Host Rewards...***

- Read the program description in the catalog and contact your recruiter or upline Leader if you need further clarification.
- Download the Host Rewards flyer from the Consultant Services Website.

### ***To learn how to conduct a party...***

- Attend 1-2 parties to observe an experienced Consultant in action. Take notes on the flow of her/his party as well as any product descriptions or word choices you find helpful.
- Download the Party Training and the Party Script Cards from the Consultant Services Website. Review them carefully and use the Cards at your parties to help you keep on track.
- Familiarize yourself with each piece of paper – Customer Order Forms, Host Planners, Party Invitations, Promotional Flyers, etc.
- Practice! Before your first party, you'll want to run through a party from start to finish. Ask a friend or family member to be your audience and provide feedback.

### ***To learn more about organic...***

- Download the "Understanding Our Labels" flyer from the Consultant Services Website.
- Attend our monthly webinars.
- Read your catalog from cover to cover as it contains lots of great information about organic that will be useful for you to know.

### ***To learn how to schedule parties...***

- Attend a scheduling tele-class.
- Attend a party and watch how the Consultant introduces scheduling during the party and how she talks with each guest one-to-one about scheduling.
- Attend local training meetings.

### ***To learn how to recruit new Consultants...***

- Attend a recruiting tele-class.
- Download the document titled "How to Register a Consultant" from the Consultant Services Website.
- Observe your recruiter or upline Leader.

### ***To learn how to place an order...***

- Download the documents titled "Online Ordering Guide" and "Using Success Start Vouchers" from the Consultant Services Website.

### ***To learn how you are rewarded...***

- Download the document titled "The Career Plan" from the Consultant Services Website.
- Download any monthly promotional flyers from the Consultant Services Website.

## Step 7: Hold Your First 6 Parties

In addition to having lots of fun, you'll gain confidence and skills at your first 6 NYR Organic parties! **Be sure to download the Party Training and Party Script Cards from the Consultant Services Website.** You'll find using the Cards invaluable at your parties.

### Party Goals

The objectives of an NYR Organic party are:

- To meet new people and introduce them to NYR Organic products and philosophy.
- To generate sales so that the Host receives as many rewards as possible. The more generous the rewards the more likely the Host will tell others how great the party was, inspiring them to schedule parties!
- To obtain recruits and future bookings.

### Party Checklist

You'll want to make sure to have the following items on hand at your parties:

- Starter Kit Products and Accessories
- Tablecloth (optional)
- Washcloths (optional)
- Display frames featuring Host Rewards flyer and any other promotional flyers
- Guest Packs (catalog, order form, pen, skin type quiz, promotional flyers for each guest)
- Host Coaching Packs
- Recruiting Packs
- Cotton balls (for scent test)
- Cotton pads
- 2-3 small bowls
- 1 large bowl for warm water
- Box of tissues
- Plastic bag
- Pencil case for pencils/pens
- Envelope for guests orders/money (to keep party orders together)
- List of open party dates
- Party summary sheet

### The Party

Okay, your very first party is right around the corner. What do you do? What do you say? Never fear – your Party Training and Party Script Cards are here! (You can download both from the Consultant Services Website.) The basic framework for every NYR Organic party is the same – the products you demonstrate may change, but the basic structure is constant.

In addition to thorough Host Coaching (see next page), there are 7 fundamental steps to having a great NYR Organic party experience:

1. Set Up & Greet the Guests
2. Welcome, Thank Host & Present Gift
3. Introductions / Organic Ice Breaker
4. Why Organic?
5. Introduce Products & Mini Facial
6. Wrap Up / Review Customer Order Form
7. Full Service Checkout & Close with Host

The party script – and observing parties whenever possible – will help you become comfortable with these basic steps. Then you can add pizzazz to the party by inserting your own personality, ideas and enthusiasm!

### After the party

- Call or e-mail your Host the next day and thank her for hosting such a great event.
- Place the party order within 3 days.
- Follow up with guests who could not attend as they may want to place an order or schedule a party.
- Follow up with guests after products are delivered to ensure their satisfaction.

## Planning A Party = Host Coaching

Host Coaching is the **#1 action** you can take to ensure your NYR Organic parties (including your Starter Party) are successful with sales and future bookings for you and lots of Host Rewards for your Host. Host coaching is all about making sure that your Host understands what she needs to do to achieve a successful party – it's a partnership!

Host Coaching is a simple 15-20-minute planning discussion with your Host that can be done face-to-face or over the phone. When a person agrees to host a party, it's best to Host Coach immediately if that's possible. (Host Coaching brochures are available for order.) The steps are:

**1. Set a specific date and time for the party.** To capitalize on the Host's excitement and lessen the risk of postponement, try to set the date no more than 2 weeks out.

**2. Create a Host Rewards wish list.** Review the Host Rewards page in the catalog. Determine a goal sales amount for the party and then help your Host create a wish list of the products she would like to receive free and half-priced.

**3. Create a guest list.** Discuss the importance of inviting at least 30 people to have 10 attend. It's very important that you build this list with her – as she sees her list grow, she'll become confident she knows enough people to have a successful party. Encourage her to collect orders from those who can't attend.

**4. Invite the guests.** A personal invitation by phone or face-to-face always works best for high attendance. Ask each guest to bring a friend!

**5. Plan simple refreshments for the guests.**

**6. Call, e-mail, tweet, text-message or instant message to remind guests 1-2 days before the party.**

### What Goes in a Host Pack?

You will want to provide each of your Hosts with a folder that includes the following:

- Host Coaching Brochure
- Current Host Rewards Flyer
- Party Invitations
- Recruiting Brochure/Flyer
- 1 Full Line Catalog
- 3 Mini Catalogs
- 3 Order Forms
- Current Special Offer Flyer

Be sure to let your Host know...

...that you'll arrive 30 minutes before the party is due to start to set up.

...that her friends can pay by cash, check or credit card.

...that you'll be placing the party order within a day of the party and that the products will be delivered to her.

...that you think she would make a fantastic Consultant!

Be sure to follow up by phone and e-mail before the party to ensure everything is on track and to reassure your Host that you're excited about her party and know it will be a success!

## Step 8: Market Your Business

As with any business, in order for yours to be successful, people must *know* about it! You need to find people who will buy your products, schedule parties with you and join your team. The only way you’re going to find these people is if you spread the word about NYR Organic! Here are 25 ways to market your business:

Be sure your home phone and cell phone voicemail recordings include: “Independent Consultant with NYR Organic.”	Share the 3 opportunities – purchase, host, join – at every party.	Include “Independent Consultant with NYR Organic” underneath your name in e-mails.	Place a classified ad in a parent-oriented local paper and/or your local weekly shoppers.	Introduce NYR Organic to anyone who comes to your home – repairmen, UPS, cleaners, etc.
Let your neighbors know about your new business – give each one a catalog.	Bring NYR Organic samples to school events, neighborhood potlucks and extended family gatherings.	Post the NYR Organic Host Rewards flyer and/or recruiting flyer on any available bulletin board.	Ask for referrals: “Who do you know who might be interested in an NYR Organic party or a new career?”	Ensure your name and phone/email are on every catalog, order form, flyer, invitation, etc., you hand out.
Drop catalogs and flyers at massage therapist, nutritionist, physical therapist and chiropractic offices as well as at health food and vitamin stores.	Offer NYR Organic products to local business owners for client/employee gifts.	Give NYR Organic samples to your child’s teachers and coaches.	Give a sample and a mini catalog to people you meet every day – grocery clerk, dry cleaner, restaurant server, etc. Always ask for their contact info in return so you can get their feedback on the product.	Give mini catalogs to 3 friends and ask them to take the catalogs to work. When they collect \$100 in orders each, give them a special gift. (Use Sample Pots and Tubes to create a “Facial on the Go.”)
Complete your Contact List and phone every person on it! Set a goal to call 5 people each day.	Keep NYR Organic products visible in your house and offer samples to guests.	Wear your nametag and carry a catalog everywhere. Also remember to direct customers toward your own personal NYR Organic website to learn more and purchase products.	Leave catalogs at doctors and dentists offices as well as hair and nail salons.	Make up “Mini Kits” to offer to potential recruits including: 3 Mini Catalogs, Host Program flyer, recruiting flyer, current promotional flyer and Sample Pots and Tubes.
Send your spouse and friends to work with NYR Organic hand cream and a mini catalog.	Keep hosting and recruiting packs in your car at all times.	Register for a booth at community fairs and festivals and health events. (Check in with hospitals and clinics for wellness events.)	Offer an NYR Organic fundraiser to a local band, sports team, ballet group, etc. – you choose how much of your profit to donate.	Send a press release to your local paper and follow up with a phone call. There’s a ready-to-use press release on the Consultant Services Website.

So that you are always prepared to talk NYR Organic, be sure to create your personal “elevator pitch” – a 15-second commercial designed to get someone’s attention. Example: *“I’m really excited about my new business – I’m a Consultant with NYR Organic. We offer parties where you can sample certified organic skincare and body care products with your friends – we even include a mini facial! Are you familiar with NYR Organic products?”*

## Step 9: Earn Bonuses

The NYR Organic Career Plan offers you a wonderful opportunity to earn and grow at your own pace. Whether you became a Consultant to earn a little extra cash or to replace a full-time income, it's helpful to have a basic understanding of how the Career Plan works, so you can decide how to make it work for you.

### How You Make Money

**PERSONAL SELLING:** You will sell products to customers at the retail price. You will purchase those products at a 25% discount from NYR Organic. This 25% is your retail sales commission. (Retail sales *excludes* tax, shipping, Host Rewards, half-priced items and supplies.)

*In addition*, depending on the number of Personal Points (PP) you achieve in a calendar month, you will earn a Personal Sales Bonus of 2.5% to 15% based your **wholesale sales** for that month.

**PERSONAL RECRUITING:** As soon as you recruit just **one** active Consultant and achieve 100 PP and 500 Team Points (TP) in a month, you'll become a Senior Consultant and will begin earning a Level 1 Bonus of 5% paid on your active team members. As you progress up the Career Plan to Team Leader and above, you'll achieve more Level Bonuses.

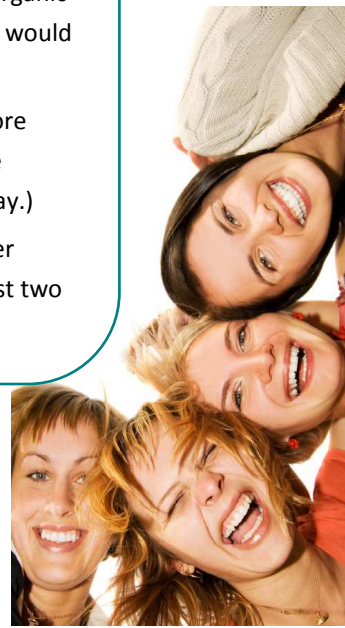
**BECOMING A TEAM LEADER:** When you qualify for Team Leader within 3 full calendar months of your registration date, you will receive a double Rank Advancement Bonus of \$400!

Plus, you become eligible for a Prosperity Bonus of 1.5% on the total PP of all active Consultants in your Personal Team who are not Leaders themselves, plus everyone who is active further down your business that you act as Leader for.

For complete plan details, please consult the separate document titled "The Career Plan Guide."

### Take Your First Step Toward Earning a Level 1 Bonus!

1. Place a star beside 2 people on your Contact List that you'd love to have on your team.
2. For each name, write down why you think she would be a great Consultant. (Examples: people person, great personality, lots of contacts, etc.)
3. Write down why you think NYR Organic would be good for her. (Examples: extra money, get out of the house, pay down debt, lessons for the kids, etc.)
4. Call each person you listed and tell her that you were asked to think of someone who would be great in the business and you thought of her. Share with her the thoughts you had about why NYR Organic would be good for her and why she would be good for NYR Organic.
5. Offer to meet with her to talk more about the opportunity. (Your upline Leader can help you with what to say.)
6. Call your upline Leader and let her know the results of inviting your first two people to join your team!



## Step 10: Dream Big

Due to our fast-paced lives, where we always seem to put ourselves last, it's rare that we take the time to stop and reflect on our dreams. What would you like to add to your life right now that your NYR Organic business can help you achieve? More money? More fun? More balance? More satisfaction? More vacations?

Having dreams provides the motivation you need to learn how to be successful in your new business. *Dreams will keep you going when fear tells you to stop!*

What would you dream of having for yourself or your family if you knew you could make it happen?

- Family vacation
- College fun
- Debt reduction
- Home improvements
- Buy a house
- New car
- Extra spending money
- Music/sports lessons
- Private school



Take a moment to reflect on your dreams and write down three – one short term, one medium term and one long term.

**Short Term** (3 months): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Mid Term** (1 year): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Long Term** (2-5 Years): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Looking at what you've written, how much time are you willing to invest each week in your NYR Organic business to bring yourself closer to achieving those dreams?

**To achieve my dreams, I am willing to invest \_\_\_\_\_ hours each week in my business.**

Remember that your dreams will remain unfulfilled without a specific plan and milestone goals to achieve them.

What combination of monthly parties, individual sales, re-orders and recruiting new Consultants will give you the income you need to achieve your dreams? Schedule time to visit with your upline Leader to discuss your dreams and create a plan for achieving them!

## We're Here to Serve You!

We are passionately committed to helping you enjoy success as an independent Consultant with NYR Organic. The person who shared this business opportunity with you, (known as your recruiter), as well as your Upline Leader, will be happy to answer any questions you may have. Your Home Office team is also just a phone call, e-mail or fax away.

### Home Office

NYR Organic  
One Concord Farms  
490 Virginia Road  
Concord, MA 01742  
Website: [www.us.nyrorganic.com](http://www.us.nyrorganic.com)  
Email: [inquiries.us@nyrorganic.com](mailto:inquiries.us@nyrorganic.com)  
888-697-0909

### Consultant Services Hours

9 am – 5 pm EST, Monday-Friday

### Consultant Services Website

To place a product order or download materials, go to:  
[us.nyrorganic.com/Login.php](http://us.nyrorganic.com/Login.php)

Or, click "Consultant Login" at the bottom of the screen on your own personalized Consultant website.

Your login information was supplied in the "Welcome" email sent from the Home Office.

### Your Consultant ID#:

\_\_\_\_\_

### How We Communicate with You

- The "Welcome" page on the Consultant Services Website
- Monthly electronic newsletter
- Monthly webinars
- Periodic e-mails from the Home Office
- Company sponsored tele-classes
- Periodic sales meetings and training workshops
- Annual national sales conference

### Your Recruiter's Business Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Best Hours to Reach: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

### Your Upline Leader's Business Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Best Hours to Reach: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

### Your Upline Ambassador:

\_\_\_\_\_