

Your Road to a Fast Start! version 2.1

Obtain a copy of **“Your Road to a Fast Start” DVD** and watch it as soon as possible. Write the date you complete this video here ____/____/2009.

Welcome to Team National!

As a new IMD (Independent Marketing Director), it is our pleasure to welcome you to what we believe is the greatest opportunity in America today. In fact, you could not have chosen a better or more exciting time to become a part of Team National! With more and more Americans looking to save money and find ways to earn more money, Team National has the answer. We are changing the way Americans shop with Team National Factory Direct and The Big N Marketplace. The sheer value of our package makes the purchase of it a good business decision. The timing of building your Team National business is NOW!

The following pages contain basic information, that when used in conjunction with direction from your host or upline leader, can help you in the next 90 days create some serious income and lay the foundation for some incredible lifestyle changes.

The information you are about to read is not based on theory, everything you’ll learn on the next few pages are proven techniques used by the top money earners in this business.

Welcome aboard, let’s get started!

The following document will assist you in launching your Team National business correctly.

This “Road to a Fast Start” packet contains the following information.

1. Mindsets of a successful IMD (Independent Marketing Director)
2. Developing your list
3. Understanding the system “Baseball”
4. Scripts and Diagram for Playing Baseball
5. Your “Road to a Fast Start” Massive Action Plan
6. Important business-building tools and information
7. Team National recorded information and Team Call Sheet

Road to Fast Start Tip#1 --- Add and practice doing a 3-way call with your home phone and your cell phone. Make sure you’re comfortable with this process. Also, add your email address to your upline Platinum’s email system by going to your [team website](#) and subscribe to the free bign news at www.bign.com. Do this now!

Mindsets of a Successful IMD

Understand the Momentum Cycle (Belief, Action, Results)

“Our belief will always determine our actions and our actions will always determine our results”

Belief – A person of good ethics cannot refer something they don’t believe in. The level of your belief comes out when you are presenting the Team National opportunity. If you let the word NO affect you too much it will lower your belief level. When you learn to trust the system, and constantly feed yourself the correct mindsets, your belief will grow. One way to develop your belief is to attend functions (National, Regional, Local). This document is filled with belief-building tips. A person’s belief level will always determine their action level!!

Action – Activity is not always productivity. You could actively be doing the wrong things on a daily basis. That is why we’ve taken the time to write this document. The simple basic steps presented here today, done over and over again, will lead to success in Team National. Often new IMDs try to do things their own way and the results can be devastating. When an IMD does the right activity, their belief in the company will continue to grow. This causes increased activity.

Results – The Right Action = The Right Results. Sometimes the right results mean that you’ll hear the word NO. Crystallize this in your mind. It’s called the 80/20 rule. When you understand this rule, getting a NO won’t affect you negatively. When NOs affect us incorrectly it hurts our belief, which hurts our action, which hurts our results. This continuous cycle of downward momentum results in failure. The opposite can occur though if we are thinking correctly. Whether it be a No or a Yes, if we’re doing the right activity to hit our goals and we’re focused on the correct things, this can cause our belief to go up. This causes our activity to increase, which causes our results to show themselves even greater. This momentum cycle is the one we’re striving for.

Belief, Action, Results.

Road to Fast Start Tip#2 --- Sign up for the **Fast Track Success Series** today!!! The *Fast Track success series* is a weekly audio development program. You may choose the downloadable or mail version. This is the single most important development tool Team National has developed. We highly encourage every IMD to subscribe to this system. The ideas presented on the *Fast Track* are from Double Platinums and Platinums only. They’re put together from the National events, Wednesday Business Development calls, and our John Maxwell library. Subscribe today!!!! www.bign.com

Understand the Achievement Process

One of life's greatest mysteries is "Why do some people succeed while others do not?" That's an interesting question. There are a number of qualities possessed by almost all successful individuals, all of them have learned, studied, and applied the achievement process.

I. Defining your dream – "your why"

Why are you building Team National? The answer to this question is your "Why." This is the most important piece of information you will need to continually move you forward. Dreams are visions of the future. Achievers have visions of life as it can be! Nothing is ever achieved that is not first conceived as an idea or dream. Don't let anyone steal your dream!

II. Set Goals

What do you want to buy?

Where do you want to go?

What would you like to see?

How would a six figure income change your life?

"But I have never set goals....." We know! Neither have 95% of all Americans. And that's why only 5% of all Americans succeed financially! A study was done at Harvard University. The graduating class was polled and only 3% of the class had any clear goals set for their future. Twenty years later, the researchers followed up with the same class. The 3%, who had clearly defined their goals, accomplished more and made more money than the other 97% combined!

III. Proper Planning

People do not plan to fail...They fail to plan.

To dream without a plan is just wishful thinking. Planning is a vital step in the achievement process. You've heard it said before, plan your work and work your plan!

IV. Action – Develop a Massive Action Plan

All desires, dreams, goals, and plans may be lost without this stage of the achievement process- Action! Remember, effort is progress! Ask yourself, "Am I serious enough about my dreams and goals to take action?"

Be **Enthusiastic!** - Enthusiasm breeds enthusiasm

Be **Persistent!**

Be **Consistent!** Take Action!

V. Build your Belief

Whatever the mind can conceive and believe it can achieve. –Napoleon Hill

You'll never get committed to something you don't believe you're going to get. Belief is the catalyst to achieving anything. Believe in yourself and believe in others. If you don't believe you can do something, you won't give it a committed effort.

Attitude is key- Attitude equals altitude! Attitude is the way you think. Your attitude is something other people can actually see. They can hear it in your voice, see it in the way you move, and feel it when they are with you. Your attitude expresses itself in everything you do, all the time, wherever you are. Positive attitudes always invite positive results. Negative attitudes always invite negative results. Attitude makes a difference in everything you do for your entire life, every hour of every day. What you get out of each thing you do will equal the attitude you have when you do it.

- If you have a positive attitude, you will look for ways to solve the problems that you can solve, and you will let go of the things over which you have no control.
- You can develop a positive attitude by emphasizing the good, by being tough-minded, and by refusing defeat.
- The good news is that the bad news can be turned into good news when you change your attitude.
- Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it.
- There is little difference in people...the little difference is attitude. The big difference is whether it is positive or negative.

Get your Business Started today.

Road to Fast Start Tip#3 --- Use Conference Calls to your advantage:

Wednesday 10:00 AM EST / 9 AM CST – Business Development Call – This call features Platinums and Double Platinums training and sharing how to take your business to the top

Wednesday 9 PM Eastern / 8 PM Central - Recruiting Call --- Serves as 2nd Base / Follow up

Sunday 10 PM eastern / 9 PM central - Recruiting Call --- Serves as 2nd Base / Follow up
For all calls dial: 212-796-3202 8264# Passcode

Building a Names List **The foundation of your business**

Understand the value in building a perpetual names list. The fact is you're going to meet enough people this year to build 2 teams. Another fact is you already know hundreds of people. Begin to make your list below. Use memory joggers like the alphabetical category listings in the yellow pages to jog your memory (example: who do you know that is an attorney, banker, carpenter, dentist.....) Don't try to guess who will do the business. Some of these names will just be practice anyway. Some you'll be surprised. The act of writing your list down psychologically engages you in the business. Many try to work their list in their head, but fail. Take the time to do this and it will pay! Let's begin --- How many names can you write down in 10 minutes?

Names	Phone Numbers
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Prospect List

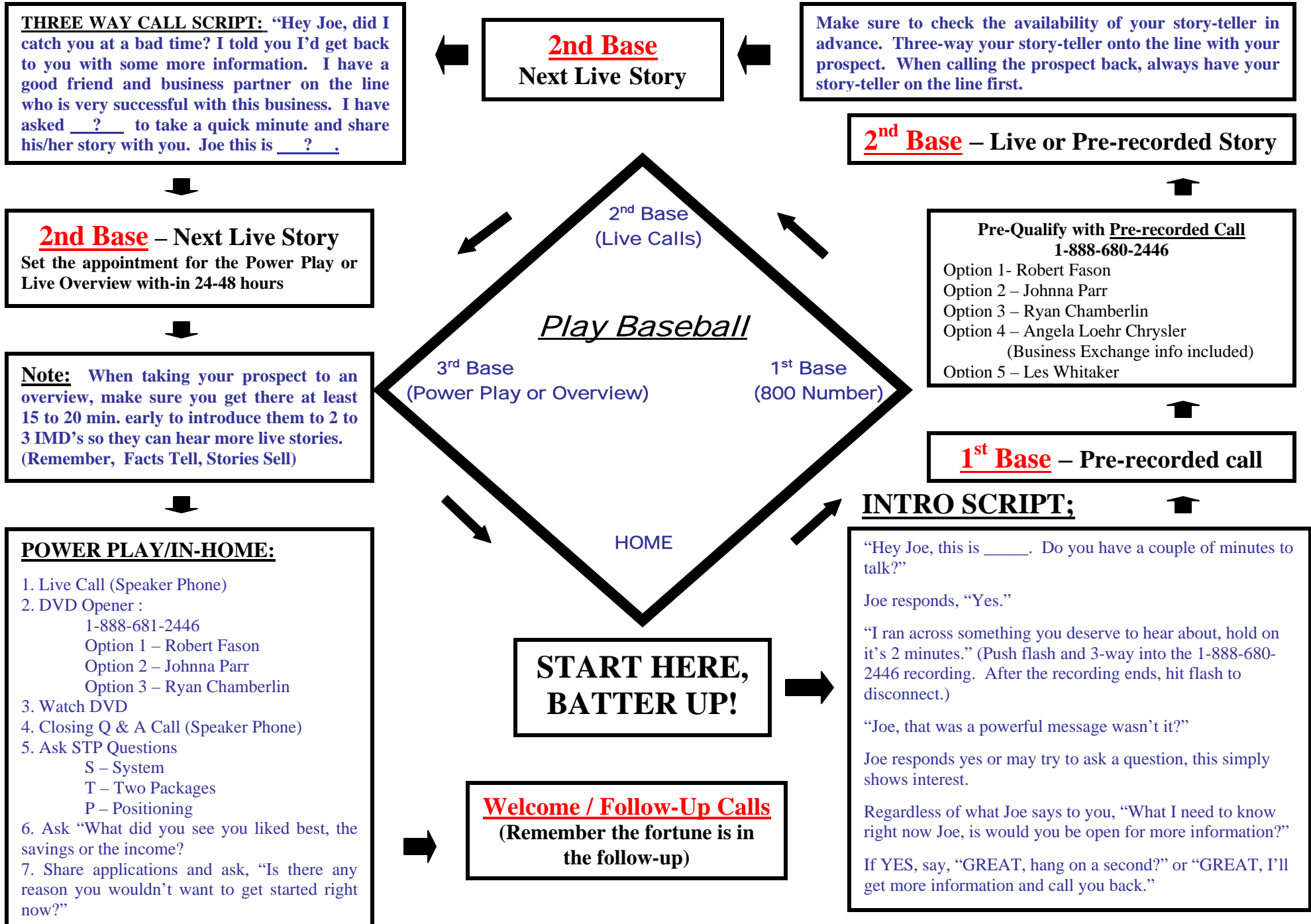
Names

Phone Numbers

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Make additional copies as needed

HOW TO PLAY BASEBALL



Understanding the Team National System - Baseball

Why the System

Team National has a simple proven system. Creating ease of duplication is the key to building huge teams. **It is important to remember that it's not how good you are, but extremely important how duplicatable your methods are!**

On the next page you will find a simple diagram, along with scripts that will help walk you through the four steps of our system. Get good at these four simple steps and success is yours!

1st Base – Pre-Qualify --- Using an efficient system to pre-qualify your prospects is important for a couple of reasons: a) Not to waste their time and b) Not to waste your time. Pre-Qualifying, if done properly, also sets the tone for your business relationship. In this stage all we want to do is to give prospects an insight into what Team National is all about. This can be done simply by blocking time and playing 888-680-2446 and pressing any 1 of 5 options.

Key to success- The person asking the questions always controls conversation. If you find yourself getting too many questions at this point, you're not following the script.

2nd Base – Build belief / Book Appointment --- The second step of the four steps is designed to create interest and build your prospect's belief in the savings and earnings available through Team National. You may use live calls along with recorded testimonies and our live conference calls. Get good at booking appointments! The most effective appointments are ones where the prospect has learned about Team National through stories of other IMDs. We do this through 3-way calling. By simply joining the prospect on the phone with another IMD, a simple introduction, and letting the IMD share their story, most prospects will begin to develop belief that this would be worth their time to take a look. If you answer too many questions on this base it will get very difficult to book an appointment. After a story or two, let your prospect know that 95% of their questions will get answered with our presentation (See base 3) and you wouldn't want them to make a decision without taking a look. More Stories means More Money!

Key to success- The goal of this step is to get your prospect to the point of wanting to see the presentation and book the appointment.

3rd Base – Overview Presentation --- There are primarily 3 types of venues to share our presentation. A) Live Overview – Your prospect will join 10-1000 people at generally a hotel or restaurant to view a Power Point presentation by one of our presenters. B) Power Play – This is where you schedule to show the Team National video, usually at a home with a group from 2-50 people, but could also be a one on one in a restaurant or place of business and a video player. C) Web Presentation – Primarily designed for your out of town prospects with internet access. You would forward a link for your prospects to register for a specific time and date where one of our presenters will present the TN opportunity live, remotely on the prospects home computer. There are generally many other stories interjected into these presentations to continue building belief in your prospect.

Key to success- It is important to create a sense of urgency. Your goal should be to take your prospect through the system quickly to create excitement! The system can be done in as little as an hour, do your best not to let it take more than a few days.

Home Base – Follow up / Start up --- After your prospect has gone through the first 3 bases, it's imperative to initiate the sign-up as soon as possible. Many prospects sign-up the same night as the presentation, especially if they have been through first and second base properly. Once you have signed up your prospect, help them get started properly by developing their list, making a few calls, and booking a few appointments.

Urgency -- The highest results in baseball come from taking your prospects through all 4 of these steps in a relatively short period of time 24-72 hours. Also, working with many prospects at the same time keeps excitement and urgency as part of your action plan. **Urgency is one of the secrets of the top money earners.**

Road to Fast Start Tip#4 --- *Attend any and all events you possibly can. Many areas have weekly meetings that you can find listed on our website. Also, make plans to attend the next National event! You'll see the big picture, get to see many of our business partners and their products and get great training from top leaders in the company. Go to www.bign.com for information on how to register for the next national event.*

Sample Scripts for Playing Baseball

There are many script ideas. Staying within these guidelines has proven to be the most effective way to build this business.

Block Time

Hey _____ This is _____ --- Do you have _____ (a couple, 5, 10) minutes?

When a prospect agrees they have a few minutes move to 1st base.

If prospect appears too busy, set a time to call back.

If prospect asks you what it's about, let them know it will take a few minutes and you'll call them back.

Key – don't answer questions. Don't use words like "business opportunity". Just keep it simple like above.

1st Base Pre-Qualify with recorded message

Placing prospect on 888 number

(_____) hang on just a second I'm going to plug you into a 2 minute recording. After it's over we'll talk. Dial 1-888-680-2446 and 3-way them on (do not describe Team National before you play the 888 number).

or

I ran across something you deserve to hear about, hold on its 2 minutes. (Push flash and 3-way into the 1-888-680-2446 recording. After the recording ends, hit flash to disconnect.

After the 888 number simply say:

Scenario #1

_____, that was a powerful message wasn't it?"

When your prospect responds yes or may try to ask a question, this simply shows interest.

Regardless of what your prospect says to you, say "What I need to know right now is, would you be open for more information?"

If YES, say, "GREAT, hang on a second?" or "GREAT, I'll get more information and call you back."

Scenario 2 – That was a great message wasn't it! (Don't wait for an answer), just say: I know you have questions, but do me a favor and hang on 1 more minute -- move directly to 2nd Base
or

Scenario 3 -- That was a great message wasn't it! I know you have questions, if it's OK I'll call you back shortly and we'll get your questions answered (Use this option if you're uncomfortable going directly to the 3-way call. This helps you stay in control and avoid too many questions before the video)

2nd Base – Build belief and book appointment

Moving directly from 1st base --- After playing the 888 number, 3-way conference someone from your call sheet into your conversation, connect all parties and simply say: _____ I have a friend of mine on the line, I've asked him/her to share just for a minute what happened to them in Team National _____(from call sheet) meet _____ (prospect). After an introduction, and your 3rd party is sharing their story, please do not interrupt.

If calling back your prospect simply have your 3rd party from the call sheet, on the line, call your prospect and say: Hey _____, just getting back to you. Do you have a quick minute for me? If the answer is no, set a time to call back. If answer is yes, simply say: _____ I have a friend of mine on the line, I've asked him/her to share just for a minute what happened to them in Team National _____(from call sheet) meet _____ (prospect). After an introduction, and your 3rd party is sharing their story, please do not interrupt.

Booking the appointment – This section is very important to master. The key principle here is to avoid answering questions. For every question you answer, before the video, your prospect will probably come up with two more. Learn to say this when your prospect starts asking questions: Hey _____ that's a great question. We have a video that generally answers 99% of everyone's questions. What I'd like to do is book a time over the next 24-48 hours to watch it with you (If you have a public overview during that time frame invite to pick them up and take them). If they are out of town prospects, schedule to plug them into the next Web Presentation. If they continue to ask questions, see below for a list of frequently asked questions:

- 1.) Prospect: How much does it cost? Your answer: That depends on what type of package you want. This is all laid out on the video. Can we get together tomorrow for (lunch, breakfast, evening, web)?
- 2.) Prospect: How do the savings work? Your answer: If I started answering these types of question we could go for hours. I wouldn't even want you to make a decision until you've seen the video. Can we get together tomorrow for (lunch, breakfast, evening, web)?
- 3.) Prospect: Is this a multi-level company? Your answer: We are a member of the DSA. This may or may not be for you, but if you'll watch our video, you'll know whether or not this is for you. Can we get together tomorrow for (lunch, breakfast, evening, web)?

Phrases to interject while playing baseball:

1. This may or may not be for you, but you won't know until you take a look.
2. Even if someone doesn't want to make money with our company it still makes sense to save money.
3. The worst thing that can happen to you is that you'll save a bunch of money.

Remember if you can't book an appointment after 2 or 3 attempts then your prospect probably isn't interested. That means the system worked – it just saved you from showing the program to someone who wasn't interested. The more 3-ways you do the better you'll get at setting appointments. You're a certain amount of appointments away from financial freedom!!!!

The Presentation – Power Plays, Public Meetings, Web Presentations

Power Play – Any time you show the Team National video this is referred to as a Power Play. There are generally two types of Power Plays: 1. A One-on-One in a restaurant, home or office 2. An In-Home where you and your team bring prospects together to show the video to 2 - 50 people at one time.

One-on-One

A one-on-one presentation consists of you showing Team National yourself to your prospect. This method can allow you to move fast! You don't have to wait on anyone or anything. You may want to take an upline leader with you the first few times. A One-on-One can be done at your home, your prospects home, or a mutual location such as at a restaurant over breakfast or lunch.

In-Home/Power Play

As a new IMD you'll want to have some in-homes to get your business started and then begin to book In-Homes at your new IMD's homes. Here are some helpful hints for a great in-home!

1. Ask your upline to help with your first few In-Homes.
2. Invite twice as many people as you want to have there.
3. Keep refreshments simple.
4. Have fewer chairs than needed, keep the room in normal order. Add chairs only if necessary.
5. Enthusiastically introduce your upline as a friend and successful business associate. Be brief, but give him/her credibility and your stamp of approval.
Note: Guest speakers should NOT introduce themselves.
6. Have a high quality speaker phone for closing your meetings.
7. Have plenty of applications and follow-up materials such as:
 - Newspapers
 - Why Before the How CD
 - Road to a Fast Start CD
 - Road to Financial Freedom DVD
 - Details of Compensation DVD

Format for In -Home/Power Play (The One-on-One follows the same format)

1. Introduction of speaker, if applicable.
2. Play opening message.
3. Play DVD.
4. Use speaker phone to call upline to close meetings and answer S.T.P. questions -- See diagram.
5. Pass out applications, then serve refreshments.

Public Overview

Public overviews are held in different cities across the country. A complete list of regular weekly meetings and special events are posted on the www.bign.com website under events.

Taking prospects to the overview allows them to see the bigger picture and meet people already associated with the company.

**Be sure to introduce your prospect to the guest speaker.
Always have follow-up materials and applications with you.**

You will find that you will use a combination of One-on-Ones, In-Homes, and Overviews, to build your business. Top money earners all agree on one thing, 2-3 meetings weekly is what it takes to get off to a fast and profitable start!

BAM FAM! --- Always –Book A Meeting, From A Meeting!

Web Presentations

The Web Presentation is designed for your out of town prospects. It will always be more effective if you can be with your prospect. Take your prospects through first and second base as normal. If they have high speed internet let them know the time of the Web meeting. If this time works, simply forward the email invitation that you've received notifying you of the Web presentation. Agree to be on the presentation at the same time with your prospect so that if the speaker says something your prospect has questions about, you can answer them. Also, let your prospect know that you'll call them right after the Web presentation to get all their questions answered. Preferably it is better if you 3-way your prospect onto the conference call portion of the web meeting. Follow-up and fax applications as necessary.

Scripts for closing Packages and following-up ---- Key to Closing packages: Expect to close packages!

After the overview, a one on one, and if possible, the Web Presentation, put the applications in your prospect's hands. Point out the Hosting and Placement at the bottom of the application.

If with a group, do not open the room for questions. As soon as you do this, someone will ask a question you wish they wouldn't have. Instead, dismiss and let everyone know that you'll answer questions one on one and help everyone get signed up.

If you're unsure where your prospect is in relation to signing up say this: _____ on a scale from 1-10, 1 being not interested and 10 being ready to sign up where do you find yourself? If your prospect says 1, 2, 3 or 4 realize you probably don't have anything here. If your prospect says 5 -9 say: what questions do we need to get answered to move you to a 10? Get them to open up and when they ask you a question or questions say: Other than that is there anything stopping you from joining tonight? Use a 3rd party to get questions answered and try not to get into lengthy, detailed answers to the questions.

At some point after the video, grab a pen and an application and say: Whose name do you want your Team National checks to come in? Yours or your spouse's? This act of assuming the close will help you sign up many packages.

If your prospect does not sign up right after the presentation hand them a Success From Home magazine or a Why Before the How audio and say. _____ I'll need to pick these up from you over the next day or so. Please listen and read this tonight on the way home, I'll call you tomorrow to talk about what is on the CD.

The next day call them with someone in your upline on the phone to help close the package.

Welcome aboard!

Your 30 day M.A.P. Massive Action Plan

Take the 5 day challenge

1. Take 10 names off your prospect list and fill in a fresh weekly action plan form. These should preferably be names of people that know who you are. It doesn't matter if you think they'll want to do Team National or not -- Just write them down.
2. Goal - Over the next 5 days place 2 people per day on the 888 number by simply blocking their time and placing them on the message (Don't hand out the number) Follow the scripts
3. Book appointments within 24-48 hours after phone calls to show Overview ----- Remember - When your prospect starts asking questions (and they will) simply let them know that all their questions will be answered on a 35 minute video, public meeting (or web presentation for out of town prospects).
4. Results - Out of these 10 prospects we're looking for 5 qualified Overviews or In Homes - you should sign up 2 or more personal hostings -- Pull in your upline team to help you close these packages
5. This should be your strategy for your first 30 days. With focus you can do 4 of these 5 day periods.
6. As you sign up new members on your team, issue them this same 5 day challenge. Not all will do it – only the serious ones.

If you do this I can promise you a few things:

1. You'll be proud of yourself for accomplishing a goal.
2. You'll be setting the right example for your team.
3. You'll be doing the right activity to increase your income.
4. You'll see that this business is simpler than you thought it would be.
5. You'll be 10 less calls from Platinum every time you do the 5 day challenge!!!!

Any time you want to host 2 new people just do the 5 day challenge!

Important Business Tools and Information

3-way calling information

1st Base 1-888-680-2446

- Option 1- Robert Fason
- Option 2 – Johnna Parr
- Option 3 – Ryan Chamberlin
- Option 4 – Angela Loehr Chrysler
(Business Exchange info included)
- Option 5 – Les Whitaker

3rd Base Meeting Opener 1-888-681-2446

- Option 1- Robert Fason
- Option 2 – Johnna Parr
- Option 3 – Ryan Chamberlin

2nd Base – Active Upline for 3-way calling and counseling

Name	Phone Numbers	
_____	_____	Double Platinum
_____	_____	Platinum
_____	_____	_____ -pin level
_____	_____	_____ -pin level
_____	_____	_____ -pin level
_____	_____	_____ -pin level
Extra	_____	_____ -pin level
Extra	_____	_____ -pin level
Extra	_____	_____ -pin level

For additional 3way calling list go to your upline Platinum’s website and download your team’s call sheet

Go to www.bign.com and click on Road to Fast Start Web Link to download many pre-recorded stories to be used on 2nd base as needed.

Your Road to a Fast Start Checklist

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Road to a Fast Start Tip#5 --- Check out Genealogy- Team National has developed a state of the art system utilizing several different reports to help you track the growth of your business. You will want to subscribe to genealogy, but it's free until you've earned your first check. Go to www.bign.com and click on My Big N Business, enter your IMD number and then click on genealogy. Your four digit pin number is located on your ID card received in your welcome pack!

Road to a Fast Start Tip#6 --- Become a product of the product- A great way to build your belief and begin to develop your Team National story is to use the products. One example is to do some online shopping and earn commissions on your purchase. If you do not own a Team National Website go to www.bign.com click on the RTFS Weblink.

Again, Congratulations and welcome to the Team!