



2GO
&
ACTION PLAN
60 DAYS TO GOLD

The logo features the text '2GO' in large, bold letters, with the '2' in teal and the 'GO' in orange. Below it is a small '&' symbol. Underneath that, the words 'ACTION PLAN' and '60 DAYS TO GOLD' are stacked in a smaller, grey, sans-serif font. The entire logo is set against a white background with a grey arrow pointing to the right on the left side.

THE VEMMA® ENROLLMENT PROCESS

1



TELL THE STORY

Home Event or One-on-One
with the Vemma Flipbook

2



ENROLL

As a Customer or as an Affiliate
with an Affiliate Starter Pack
and Set Up Auto-Delivery to Get
the Best Price†

3



GIVE ACTION PLAN

Hand Them This Two & Go
Action Plan

▶ THIS IS HOW YOU DUPLICATE

- 1 Tell the story at a Home Event or One-on-One with the Vemma Flipbook.
- 2 Enroll your New Customer with the products of their choice or your new Affiliate with the best option, the Affiliate Starter Pack, and help them set up their monthly Auto-delivery.
- 3 Give them this Action Plan and teach Two & Go.
- 4 Repeat!

▶ IT JUST TAKES TWO & GO TO ACHIEVE...

-  **BRONZE** IN 7 DAYS...
-  **SILVER** IN 30 DAYS...
-  **GOLD** IN 60 DAYS!

This is your simple pathway to earning up to **\$1,650 in bonuses*** and commissions in your first 60 days to cover the cost of your Affiliate Starter Pack and get you profitable in your new business!*

*See Vemma.com for complete Vemma Compensation Plan details. Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of Vemma.com.

†The purchase of an Affiliate Starter Pack + Auto-delivery is not required to become a Vemma Affiliate.



FIRST THINGS FIRST

1 DEFINE YOUR "WHY"

REFLECT FOR A FEW MOMENTS AND REALLY CONSIDER YOUR MOTIVATION BEHIND STARTING YOUR VEMMA® BUSINESS.

- Do you want more freedom to attend your kids' sports activities?
- Do you want an opportunity to earn extra income to get rid of debt?
- Do you want an opportunity to create a solid nest egg for retirement?

2 CREATE YOUR LIST


Think about all of the people you know: friends, family members, your dentist, your doctor and your hairdresser. What would be most interesting to them? Write as many names down as you can and refer to this list often!

MEMORY JOGGER OF INDIVIDUALS IN YOUR WARM MARKET

Use this list to jump-start your thinking and generate at least 75-100 people on your contacts list. Write it down in a notebook and refer to it often.

▶ WHO'S IN YOUR PHONE AND THINK ABOUT...

PEOPLE IN YOUR LIFE...	WHO IS YOUR...	WHO SOLD YOU YOUR...
RELATIVES	DOCTOR	HOUSE
PARENTS	DENTIST	VEHICLE
GRANDPARENTS	OPTOMETRIST	MOTORCYCLE
BROTHERS	VETERINARIAN	BOAT
SISTERS	DRY CLEANER	CAMPER
AUNTS	HAIR DRESSER	FURNITURE
UNCLES	PHARMACIST	OFFICE SUPPLIES
COUSINS	CHIROPRACTOR	COMPUTER
FRIENDS	ACCOUNTANT	CARPETS/TILE
TEACHERS	NEIGHBOR	CURTAINS
DAY CARE PROVIDER	PERSONAL TRAINER	WINDOWS
	ATTORNEY	VACATION PACKAGE
	MECHANIC	

 **TIP:** Do NOT disqualify anyone! You never know who will do well in this business.

3 GET INTO ACTION

▶ SHARE VEMMA® PRODUCTS IMMEDIATELY

Within your first 24 hours, share the Vemma products with five people from your Contact List. Get into action and have fun! The more you share the more confident you become.

▶ CONNECT WITH YOUR CONTACTS

Set up a few one-on-one meetings, Skype calls and your first home event and tell the story. One of the best ways to get off to a fast start is to connect with your contacts right away.

▶ PRACTICE YOUR PRESENTATION

Grab your Vemma Flipbook, and ask your close friends if you can practice your presentation on them.

NEXT: FOLLOW UP

▶ IN THE FIRST WEEK

Within the first week, contact your new Affiliate to help get them started and answer any questions. Contact your new Customer in about a week to see if they've received their order and are satisfied.

▶ IN A MONTH

Check your list for people who may have told you previously that it wasn't a good time to order or create a Vemma business. They may have changed their mind! It's a basic principle of business.

▶ AND BEYOND

Keep a running list of those who said "no" or "not now" and plan to touch base with them occasionally to ask them about their life and connect with them. Foster the relationship and they may be open to purchasing product or creating a business in the future.



Please connect with me on social media. Every day I try to bring value and inspiration to you and also throw in a few family pics.

A handwritten signature in black ink that reads "BK".

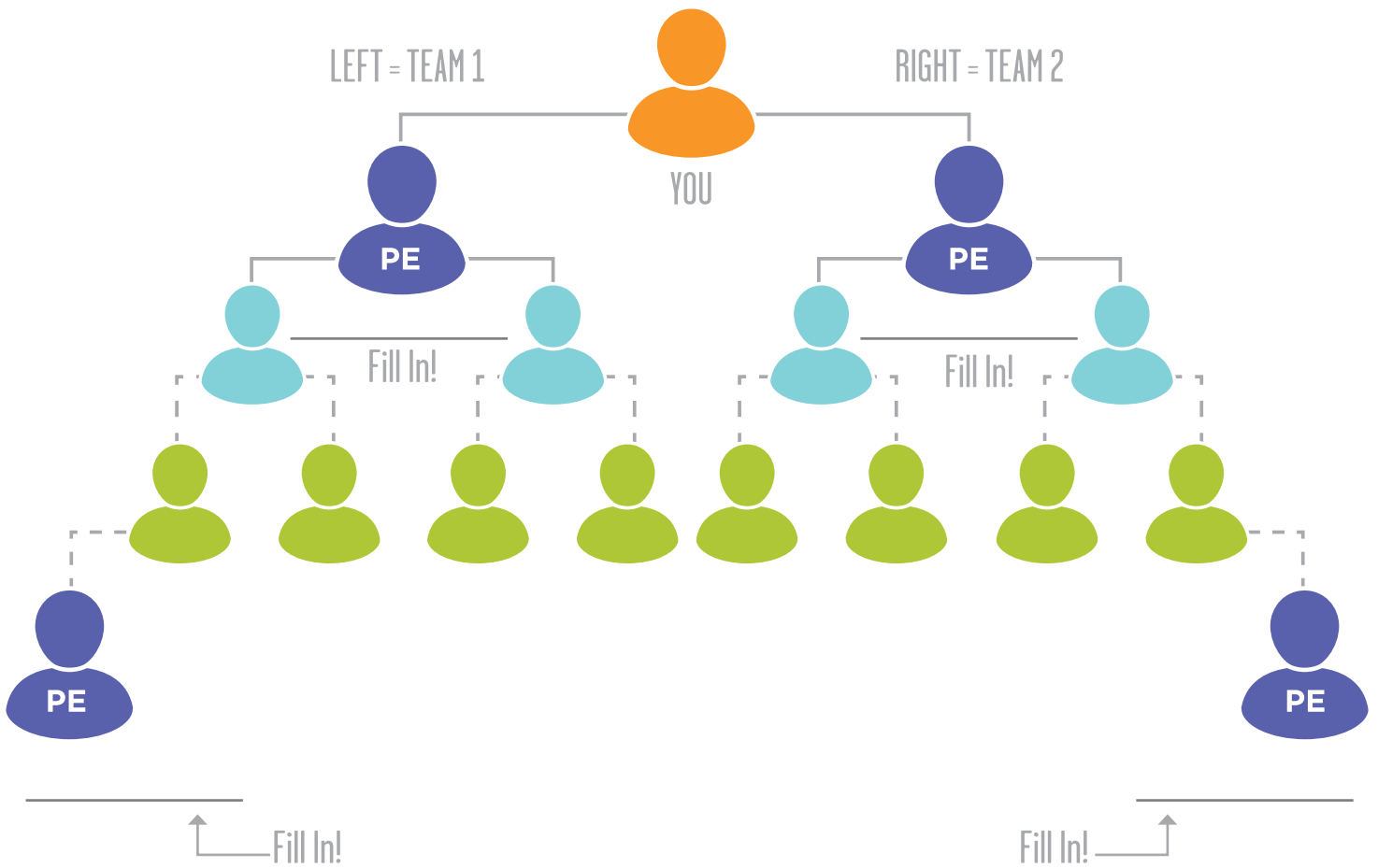
BK Boreyko
Founder & CEO
Vemma Nutrition Company

 @bkboreyko



TWO & GO TRACKER

BASED ON PEOPLE WHO FIT THE DESCRIPTIONS FROM YOUR CONTACT LIST, **IN PENCIL**, FILL IN A FEW NAMES OF PEOPLE FROM YOUR LIST IN THE CHART BELOW. ▼



 **TIP:** Monitor progress with your Two & Go Tracker in your Back Office.



HOW TO DO IT

▶ CONSIDER WHAT PEOPLE ARE LOOKING FOR

VEVMA®, VERVE® AND BOD•Ē® ADDRESS THE MAJOR PROBLEMS PEOPLE RUN INTO TODAY:

- 1 They know they want to feed their body what it needs, better than what they currently get in their diet (**Vemma** is the product for them).
- 2 They know they want healthy energy, but they don't want unhealthy ingredients to gain it (**Verve** is the product for them).
- 3 They know they want to manage their weight and feel great about themselves (**Bod•ē** is the product for them).
- 4 They know a great opportunity to potentially create extra income when they see one.

▶ WHAT YOU NEED TO REMEMBER

KEEP THESE THREE WORDS IN MIND WHEN YOU'RE TALKING WITH SOMEONE ABOUT VEMMA PRODUCTS:

- ▶ **SIMPLE**
A 2 oz liquid for maximum absorption.
- ▶ **CONVENIENT**
An easy way to get your "health insurance."
- ▶ **COMPLETE**
Ultra-premium blend of vitamins, minerals and antioxidants A, C, E and selenium to boost immunity and overall health.*



WHAT TO SAY

CHOOSE A CONVERSATION STARTER THAT YOU CAN USE EVERY DAY WITH ANYONE, AT ANY TIME, ESPECIALLY WHEN SOMEONE BRINGS UP THE TOPIC OF HEALTH.

▶ KEY PHRASES FOR INVITING

BEFORE YOU START CALLING, CONSIDER WHAT THEY'RE LOOKING FOR AN THE NEED YOU DISCUSSED. INCORPORATE THESE APPROACHES INTO WHAT YOU SAY:

- 1 "The reason for my call..." This gets the conversation going for call-reluctant people.
- 2 "I thought of you because..." This shares why you thought of them and makes it about them and not about yourself.
- 3 "It may or may not be for you and that's okay..." This removes the pressure and helps you set the appointment. Your prospect is less likely to feel "sold."
- 4 "Would you be willing to..." Give them a few options and accept the appointment whether it's a one-on-one, Skype, phone call or home event.
- 5 "Do you have 15 minutes and are you by a computer? I'd love to share something I'm excited about."



*This statement has no been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

YOUR FIRST 60 DAYS TO GOLD WITH VEMMA®

DAY 1 JOIN VEMMA ▶ IT ALL STARTS WITH YOU

JOIN WITH AN AFFILIATE STARTER PACK AND SET UP YOUR 120 QV MONTHLY AUTO-DELIVERY. (YOUR AUTO-DELIVERY WILL SHIP THE FOLLOWING MONTH.)

1 THE KEYS TO TWO & GO:



ENROLL WITH THE AFFILIATE STARTER PACK*

This 500 QV Pack unlocks your business potential, qualifies you for the Premier Club Bonus and preps you for Two & Go. It also includes all the products you need to share and consume so you can experience Vemma for yourself and pass it along to others. Like any business, we love customers, but we also love to expand our affiliate base so they can reach more customers.



START ON A MONTHLY, 120 QV AUTO-DELIVERY ORDER*

Never miss a day of products with this super convenient program; enjoy your products at the lowest possible price (save 10%) and ensure you are always commission-eligible so you never miss a Vemma bonus check.



PRACTICE BALANCED BUILDING

To maximize your bonus potential, it's important to place your new Affiliates on both your Left and your Right Teams for a balanced business. This readies you for the possibility of true residual income and the Balanced Team Bonuses at the Silver and Gold ranks. The customers you develop can be placed on either team.

2 ADDITIONAL BONUSES YOU CAN EARN:



FAST START BONUS

You earn \$10-\$60 for every Fast Start or \$75 when you help an Affiliate enroll and purchase the Affiliate Starter Pack as their first order.**



BUILDER BONUSES

When your personally enrolled Affiliates rank advance, you're eligible to earn one-time Bronze, Silver and Gold Builder Bonuses (worth \$25, \$50, and \$100 respectively).**



FRENZY BONUS

This is time-oriented. Personally enroll two new Affiliates, one on your Left and one on your Right, with an Affiliate Starter Pack and 120 QV Auto-delivery in the same commission week, and you will earn \$150.**

*The purchase of an Affiliate Starter Pack + Auto-delivery is not required to become a Vemma Affiliate.

**See Vemma.com for complete Vemma Compensation Plan details. Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of Vemma.com.

STEP
01

GET TWO & GO BRONZE

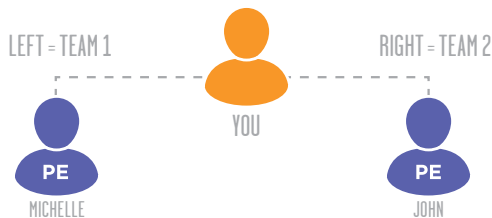


COMPLETE IN YOUR FIRST 7 DAYS

Personally enroll one new Affiliate on your LEFT and one on your RIGHT, each purchasing an Affiliate Starter Pack, and help them set up their monthly, 120 QV Auto-delivery order in a commission week.

HERE'S HOW IT WORKS:

EXAMPLE GET TWO & GO BRONZE



- Enroll Michelle on your LEFT
- Enroll John on your RIGHT
- They both join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery in one commission week.



CONGRATULATIONS!

YOU JUST EARNED YOUR FIRST THREE BONUSES AND ATTAINED THE RANK OF BRONZE!

- You receive a \$150 Fast Start Bonus for the two Affiliate Starter Packs purchased (\$75x2).*
- You receive the \$150 Frenzy Bonus because you helped Michelle join on your LEFT and John join on your RIGHT in one commission week with the Affiliate Starter Pack.*
- You've now created one cycle, worth approximately \$20.†

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
FAST START BONUS	2	\$75	\$150
FRENZY BONUS	1	\$150	\$150
CYCLE BONUS†	1	\$20	\$20
1ST WEEK TOTAL			\$320*

PLUS ANY FAST START BONUSES FROM NEW CUSTOMERS!



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†The Cycle Bonus may fluctuate week to week.

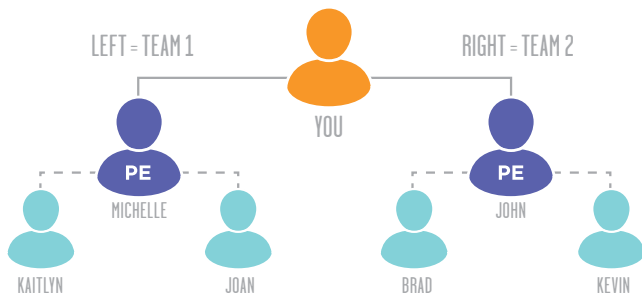
STEP
02

**HELP TWO &
GO SILVER** 

BY THE END OF YOUR FIRST RANK ADVANCEMENT PERIOD (RAP = 4 WEEK PAY PERIOD)
Help your two new Personally Enrolled (PE) Affiliates each help personally enroll two new Affiliates, one on their LEFT and one on their RIGHT, purchase the Affiliate Starter Pack and create a monthly 120 QV Auto-delivery order.

HERE'S HOW IT WORKS:

EXAMPLE HELP TWO & GO SILVER



- Michelle helps Kaitlyn join on her LEFT
- Michelle helps Joan join on her RIGHT
- Kaitlyn & Joan both join with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commission week
- John helps Brad join on his LEFT
- John helps Kevin join on his RIGHT
- Brad & Kevin both join with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commission week.
- Michelle and John both become Bronze and earn the Step 1 commissions and bonuses.



CONGRATULATIONS!

YOU ARE NOW A SILVER AFFILIATE AND YOU'VE PAID FOR YOUR AFFILIATE PACK!

- You receive the Bronze Builder Bonus for helping two personally enrolled Affiliates become Bronze. (\$25 x 2)*
- You receive the \$200 Balanced Team Silver Bonus for creating a balanced team who builds equally on the LEFT and the RIGHT.*
- You've now created 4 cycles, worth approximately \$80 (\$20+ x 4).*

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
BUILDER BONUS	2	\$25	\$50
BALANCED TEAM-SILVER 1		\$200	\$200
CYCLE BONUS†	4	\$20	\$80
SUBSEQUENT WEEK IN 1ST RAP TOTAL			\$330
1ST WEEK TOTAL			\$320
1ST RAP GRAND TOTAL			\$650*

PLUS ANY FAST START BONUSES FROM NEW CUSTOMERS!

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†The Cycle Bonus may fluctuate week to week.

STEP
03

TEACH TWO &
GO GOLD 

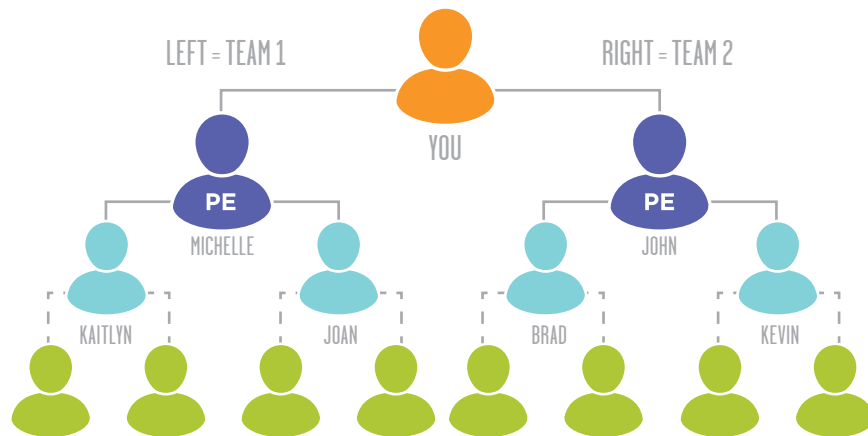
COMPLETE IN YOUR SECOND RANK ADVANCEMENT PERIOD (RAP)

Help your two new personally enrolled Affiliates repeat Step 2, teaching their two Affiliates Two & Go.

▶ **HERE'S HOW IT WORKS:**

EXAMPLE ▶ **TEACH TWO & GO GOLD**

- Michelle now teaches Kaitlyn and Joan to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders.
- John teaches Brad and Kevin to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders.
- Michelle and John both become Silver and earn the Step 2 bonuses.



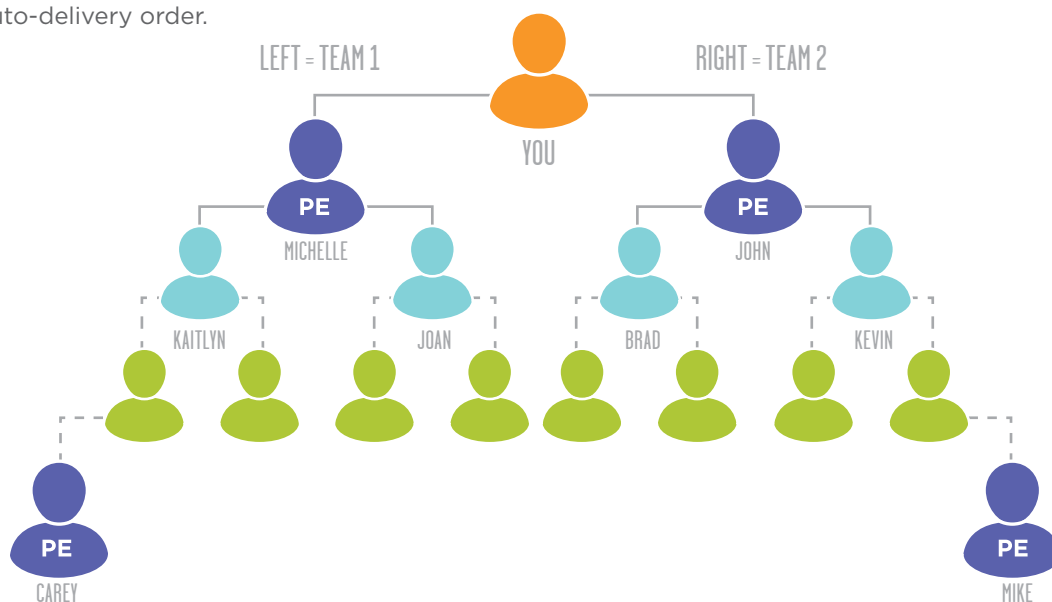
NEXT...

In one commission week, you help two more new personally enrolled Affiliates join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders in a commission week.

HERE'S HOW IT WORKS:

EXAMPLE REPEAT - GET TWO MORE

- In one commission week, you personally enroll Carey on your LEFT and Mike on your RIGHT
- Carey and Mike each purchase an Affiliate Starter Pack and sets up their monthly, 120 QV Auto-delivery order.



CONGRATULATIONS! YOU ARE NOW A GOLD AFFILIATE!

- You receive a \$150 Fast Start Bonus for the two Affiliate Starter Packs purchased (\$75x2).*
- You receive the \$150 Frenzy Bonus because you helped Carey join on your LEFT and Mike join on your RIGHT in one commission week with the Affiliate Starter Pack.*
- You receive the Silver Builder Bonus for helping two personally enrolled Affiliates become Silver. (\$50 x 2)*
- You receive the \$300 Balanced Team Gold Bonus for creating a balanced team who builds equally on the LEFT and the RIGHT.*
- You receive the Silver Rank Advancement Bonus, worth \$100.*
- You've now created 10 cycles, worth approximately \$200 (\$20+ x 10).*

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
FAST START BONUS	2	\$75	\$150
FRENZY BONUS	1	\$150	\$150
BUILDER BONUS	2	\$50	\$100
BALANCED TEAM-GOLD	1	\$300	\$300
RANK ADVANCEMENT-SILVER	1	\$100	\$100
CYCLE BONUS†	10	\$20	\$200
2ND RAP TOTAL			\$1,000
1ST RAP TOTAL			\$650
1ST 60-DAYS GRAND TOTAL			\$1,650*

PLUS ANY FAST START BONUSES FROM NEW CUSTOMERS!

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†The Cycle Bonus may fluctuate week to week.

CONGRATULATIONS

ON YOUR FIRST
60 DAYS TO GOLD
WITH VEMMA®

NEXT...

Now it's time to focus on your next 30 days. Teach your Silver Affiliates, Michelle and John to get to Gold enrolling two new Affiliates each following the Two & Go plan and you'll attain the rank of Diamond. At Diamond you will be Premier Club- qualified. That's a great way to close out your first 90 days with Vemma!



VEMMA
Premier Club



TIP: REPEAT these steps and keep going!

CHECKLIST FOR GOLD "NEXT STEPS"

- Register for the next Go for Gold in Phoenix, Arizona for cutting-edge training.
- Download the Vemma Insider app to get the latest news from VemmaNews.com, including info on events, promotions and more!
- Download the Vemma Business app to track your business daily.
- Go to VemmaGear.com for business materials and official Vemma swag.
- Visit Achieve.Vemma.com for recognition stories and more!

Vemma apps available at >>



RESOURCES



GET COACHED

Soak in the experience and knowledge of the people who have trail-blazed and done this before. Lean on your upline coach for guidance, but not for the action and results in your business. That part is up to YOU.



LISTEN IN

Tune in to all of the coaching conference calls you can so you know what's going on. You never know how one tip will transform you and your business.



GO TO EVENTS

Events build belief and give you the tools and inspiration you need to fuel your business. Go to the annual Vemma Convention, your local events and regional events.



CONNECT WITH OTHERS

You need other people to succeed. It takes a team! Avoid isolation and instead, find the person who really gets you excited and keeps you accountable for your actions with your business. Iron sharpens iron!



LOGIN TO YOUR BACK OFFICE

Review the "Events & Training" section for scripts, home events coaching and more!





RANK ADVANCEMENT AWARD LEVELS

PIN	RANK	CYCLES IN 4 WEEK RAP
	Bronze	1
	Silver	5
	Gold	10
	Diamond	20
	Star Diamond	35
	Platinum	50
	Star Platinum	75
	Executive	100
	Star Executive	175
	Presidential	250
	Star Presidential	375
	Ambassador	500
	Star Ambassador	1,000
	Royal Ambassador	2,000
	Star Royal Ambassador	4,000*
	Pinnacle	6,000*
	Star Pinnacle	10,000*
	Royal Pinnacle	15,000*
	Legend	20,000*

Rank Advancement and other recognition will be based on four (4) week periods and calculated when bonuses are run for the last week of the four (4) week period. This recognition will be posted in your Vemma® Back Office approximately two (2) weeks after the bonus run. By earning a certain number of cycles in a four (4) week period, Affiliates can achieve various ranks and be recognized as a Leader!

***In addition to earning the required cycles in the four (4) week Rank Advancement period, for ranks higher than Royal Ambassador please see the Vemma Compensation plan for structure requirements.**

Affiliates within their first four (4) week rank advancement period have the ability to accumulate cycles up to two (2), four (4) week rank advancement periods for Rank Advancement purposes.



**GET EVERYTHING YOU NEED TO
START LIVING THE VEMMA LIFESTYLE**
APPAREL • SALES TOOLS • PROMOTIONAL GOODS



YOUR OFFICIAL VEMMA ONLINE STORE
vemmagear.com

AT A GLANCE : 60 DAYS TO GOLD

1ST DAY — JOIN VEMMA®



JOIN WITH AN AFFILIATE STARTER PACK AND SET UP **YOUR** 120 QV MONTHLY AUTO-DELIVERY. (YOUR AUTO-DELIVERY WILL SHIP THE FOLLOWING MONTH.)

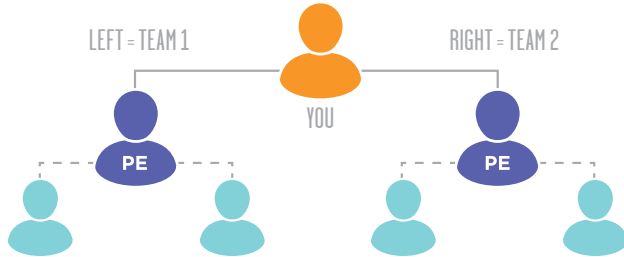
1ST WEEK — GET TWO & GO BRONZE



BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
FAST START BONUS	2	\$75	\$150
FRENZY BONUS	1	\$150	\$150
CYCLE BONUS [†]	1	\$20	\$20
1ST WEEK TOTAL			\$320*

PLUS ANY FAST START BONUSES FROM NEW CUSTOMERS!

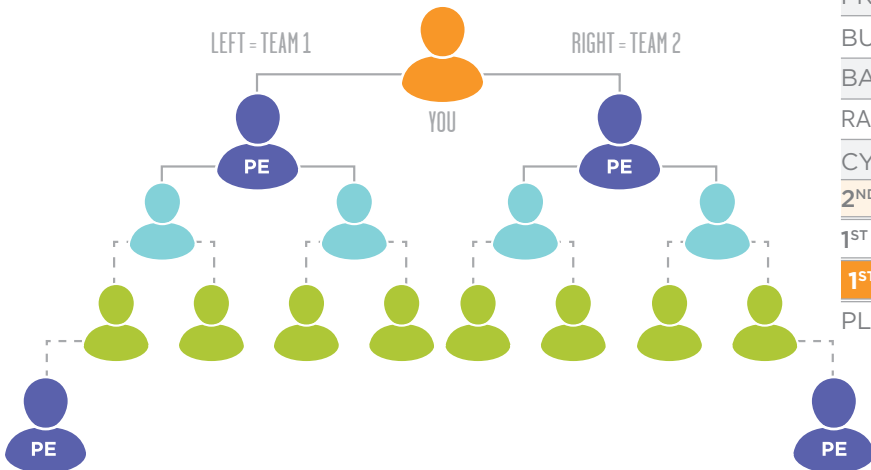
1ST RAP — HELP TWO GO BRONZE & YOU GO SILVER



BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
BUILDER BONUS	2	\$25	\$50
BALANCED TEAM-SILVER	1	\$200	\$200
CYCLE BONUS [†]	4	\$20	\$80
SUBSEQUENT WEEK IN 1ST RAP TOTAL			\$330
1ST WEEK TOTAL			\$320
1ST RAP GRAND TOTAL			\$650*

PLUS ANY FAST START BONUSES FROM NEW CUSTOMERS!

2ND RAP — TEACH TWO TO GO SILVER, GET TWO MORE & GO GOLD



BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
FAST START BONUS	2	\$75	\$150
FRENZY BONUS	1	\$150	\$150
BUILDER BONUS	2	\$50	\$100
BALANCED TEAM-GOLD	1	\$300	\$300
RANK ADVANCEMENT-SILVER	1	\$100	\$100
CYCLE BONUS [†]	10	\$20	\$200
2ND RAP TOTAL			\$1,000
1ST RAP TOTAL			\$650
1ST 60-DAYS GRAND TOTAL			\$1,650*

PLUS ANY FAST START BONUSES FROM NEW CUSTOMERS!

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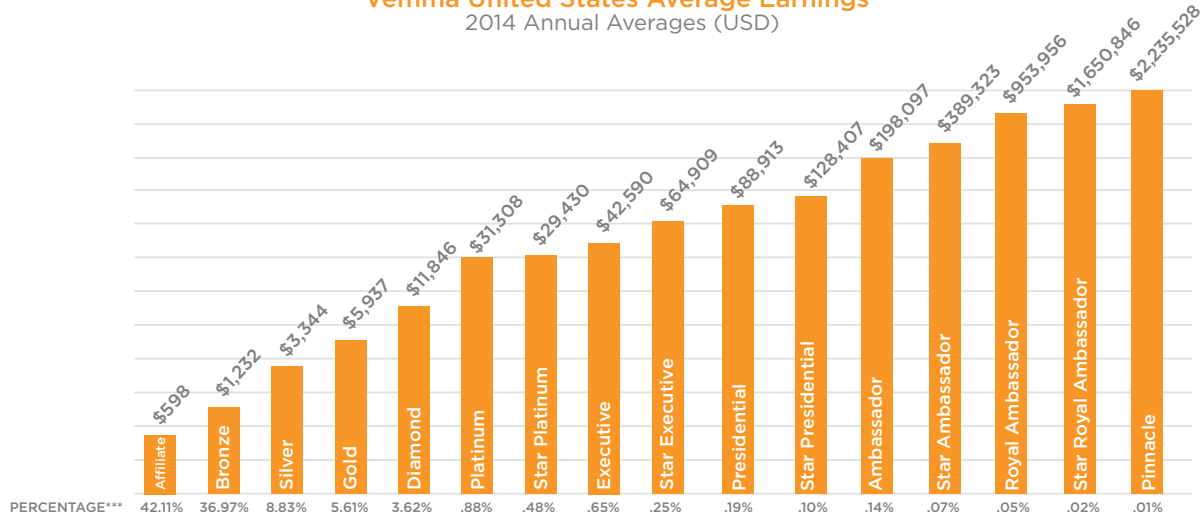
[†]The Cycle Bonus may fluctuate week to week.

Vemma Nutrition Company

2014 Disclosure Statement

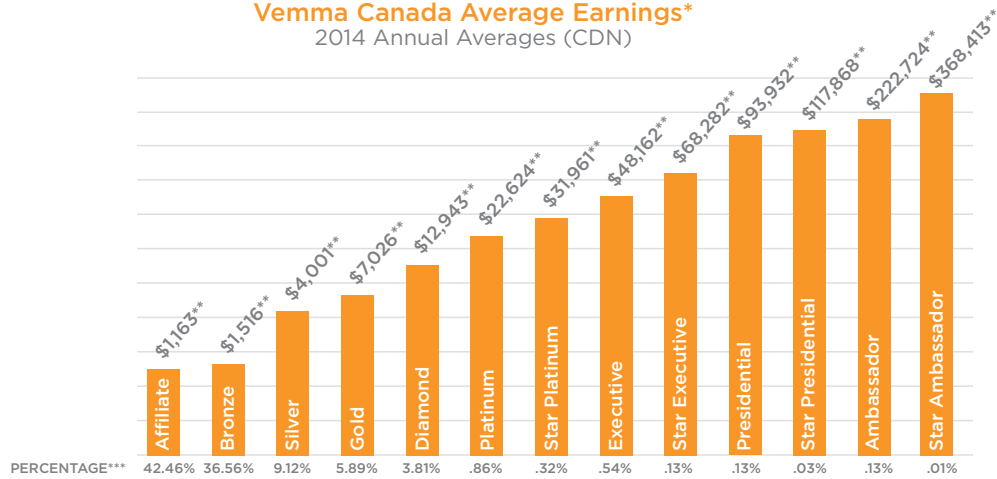
Vemma United States Average Earnings*

2014 Annual Averages (USD)



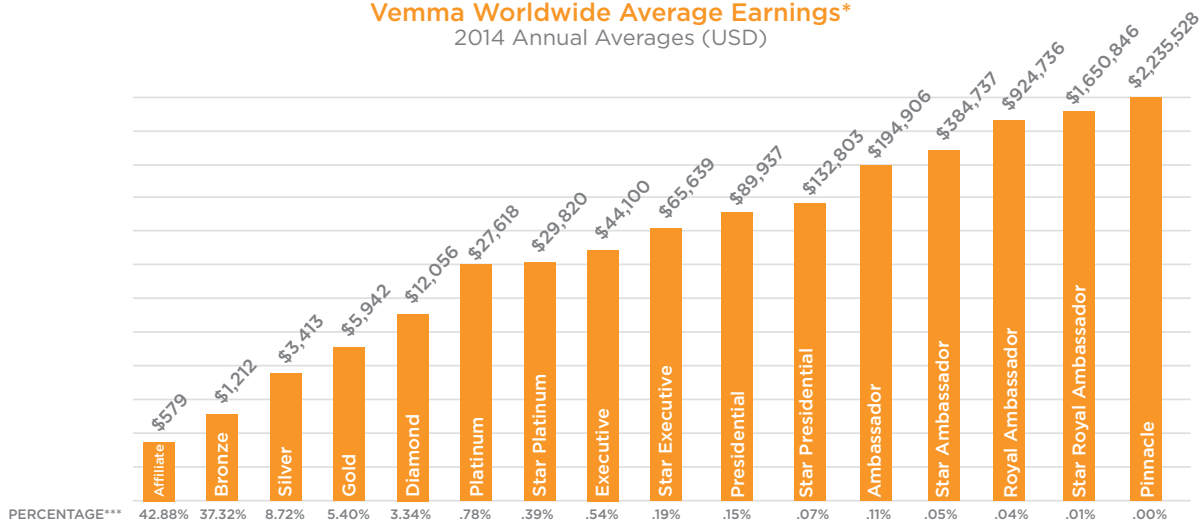
Vemma Canada Average Earnings*

2014 Annual Averages (CDN)



Vemma Worldwide Average Earnings*

2014 Annual Averages (USD)



*The figures stated above are in USD and are not a guarantee nor are they a projection of a typical Affiliate's earnings or profits. Like any other independent business, the achievement or failure of an Affiliate depends upon his or her skill set, commitment and desire to succeed. At Vemma, the opportunity to earn more is always available to each and every Affiliate. For more information on Vemma's Compensation Plan, please visit the Opportunity Section of vemma.com.

**The typical participant earned approximately \$0-\$1,516 (CDN) based on an average currency conversion rate in 2014. A participant for the purpose of this estimate, includes all participants who make a sale of Vemma products within the one year period. This "typical" figure is representative of the smallest range of compensation expected to be earned by over 50% of all participants in the plan.

***Percent of average earners per 4 week period.

