

ROAD TO LEADERSHIP

BOOK 2

ROAD TO LEADERSHIP

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ROAD TO LEADERSHIP

WELCOME TO ONE OF THE MOST EXCITING JOURNEYS!

In this section, you will read a message from our VP of Consultant Development. We invite you to join our Leadership Team, and learn how to build a stable business and advance to the next level of Leadership.

The Rank Advancement worksheets found in this section will serve as a vital tool to map out your journey to leadership and to plan the celebrations along the way.

1.1

A MESSAGE FROM OUR VP OF CONSULTANT DEVELOPMENT

As a top performer and a growing as a **gemstra** leader, you have established yourself as a business owner, you have booked and held Virtual Parties, you have effectively coached your Hosts and you have earned a reputation for excellent customer service. And the most exciting of all, you have begun to build a Team.

YOU represent what **gemstra** is all about! Fun, opportunity and rewards that fit into your lifestyle... and an impressive income you can proudly add to your bank account.

We invite you to take your business to the next level by joining our Leadership Team. In this book, we will partner with you in your journey to Leadership each step of the way.

We'll paint a picture of your journey for you and illustrate just how important everything you are doing in your business today will lead you to Leadership 'tomorrow'. That is, more income, more fun, more personal growth and your next Rank Advancement Title.

We'll support your every effort with tried and true success tips, insights to sustaining growth and practical applications that you can use immediately.

We'll also introduce two very exciting company recorded messages you can use to sponsor New Consultants and promote others to their desired Rank Advancement title.

We are excited to join you on this journey and we wish you every success!

Amie Larson

VP of Consultant Development

1.2

YOU'RE A SUCCESSFUL CONSULTANT...NOW WHAT?

Your Journey to Rank Advancement

The foundation of every long-lasting business is consistency. Think for a moment of your favorite stores, products or services. As a consumer, you frequent these businesses or are loyal to a brand because they consistently deliver the results and quality you expect. You never hesitate to give these companies your business, time after time, because over time they have earned your trust through their excellent product and service consistency. And even when they increase their prices, you are willing to pay the increase... Why? Because you KNOW you can count on that company's quality.

Today, you are a successful Consultant because you, too, have been consistent in all of your business practices. Your customers love you, your customer service and the **gemstra** partner brands. You have built a strong personal business, and now have a foundation upon which you can build an organization. The next step in your **gemstra** journey is Rank Advancement.

In this section, you will find a detailed plan to your journey to Rank Advancement. We'll start your journey to leadership with an analogy of a canoe and two oars traveling the waters that will take you to, and then lead you across, the finish line of your Rank Advancement title. The good news is this journey and analogy can be used every time you set a goal to reach each of your Rank Advancement titles.

We'll talk about Virtual Parties and the vital part they play in attaining all of your Rank Advancement goals. We'll also talk about your personal Sales and Sponsoring and how you can take all of these... 'up a notch'!

And we'll complete your plan to Rank Advancement in this and the following sections with practical applications and worksheets that will bring it all together.

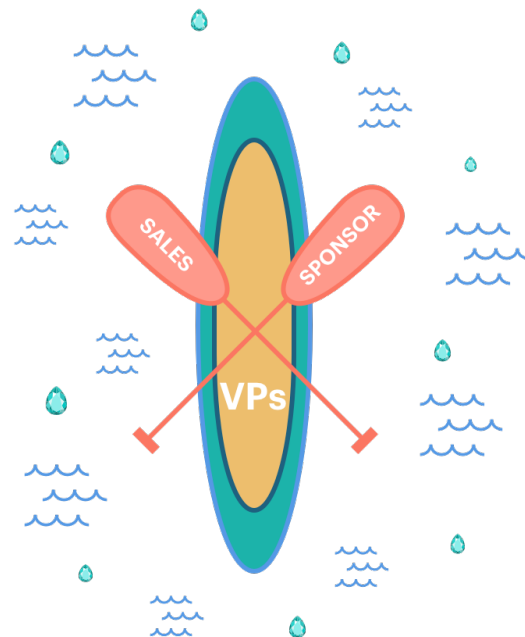
So, let's begin with an analogy...

Let's say, for illustration sake, that your business journey to increased productivity, income and Rank Advancement is by water. And that you are taking your journey in a canoe with two oars.

The water represents **gemstra** and the partner brands. Your canoe represents your Virtual Parties and your two oars represent the Sponsoring and Selling that happens at your Virtual Parties.

Now picture that you are in your canoe, sure of the direction you are headed in and clear of the goal (Rank Advancement Title) and finish line (month) you are working towards.

It is now time to put both oars (Selling and Sponsoring) in the water, rowing simultaneously and moving you toward your finish line to Rank Advancement. It's the combination of your Virtual Parties, Sales and monthly Sponsoring that will help you meet the structure requirements of your desired Rank Advancement Title. Anything less than these three activities in motion at the same time, will result in frustration and delays to your goal. It's actually very easy math...



VIRTUAL PARTIES + SALES + SPONSORING =

Rank Advancement

As you hold Virtual Parties and make every effort to increase the sales, bookings and Sponsoring from those parties you will feel momentum kick in! The things that were at first hard to do, will now happen naturally and yield more results than ever before. This is your reward for being consistent!

Somewhere on your journey to Rank Advancement, you may find times when you are no longer making progress toward your finish line. You find that no matter how hard you row or how deep you dig your paddle into the water you make absolutely no forward progress.

After some analysis and council from your Leader, you discover that you have taken one of the oars out of the water. You may not have even realized when you took it out of the water or why. You just know that although you continue to work hard, your results are declining.

Once you have identified that it was the lack of the second oar (Sponsoring) that stopped your forward movement, you pick up the second oar and start working it again simultaneously with the first oar (Sales).

Immediately, you'll find yourself pointed in the right direction again and you begin to move forward in a smooth steady pace.

Your Rank Advancement goal feels more attainable again and you find that your Sales, Sponsoring and Booking results have regained their momentum.

Now that you have this analogy pictured in your mind and understand that Virtual Parties + Sales + Sponsoring = Rank Advancement... Let's take look at each of the tools in your journey one at a time and add some practical applications.

Virtual Parties - The Canoe That Takes You To Your Goal

As your two oars (Sales and Sponsoring) move you towards your finish line goal, it is your canoe (Virtual Parties) that will carry you to and across the finish line of every goal you set.

Virtual Parties are the place where customers come to buy product, book their own Virtual Party and where you plant seeds for Sponsoring - as your Host and their guests see the Consultant job-description in action!

Virtual Parties are the purest form of one-stop-Building!

Sell products to improve your product knowledge and improve your presentation style Meet new people...future Hosts, future Consultants and future Leaders. Improve your customer service skills as you pamper your Host and their guests. Book future Virtual Parties and learn to overcome "Booking hesitations". Train your Team - They'll LEARN while you EARN...that's working SMART!

Virtual Parties are also a great way to sell the income opportunity for [gemstra](#) as your Host and guests see you in action and experience the fun and rewards of being a guest or the Host at a Virtual Party.

1.3

TAKE IT UP A NOTCH

Now that we know that your Virtual Parties are the one-stop business activity that will give you the highest ROI (Return-On-Investment), let's take your Virtual Party 'Up A Notch' and increase your results!

Here's How: *Make a commitment to hold 8-10 Virtual Parties a month-every month!

*Find the Rhythm to your business. Whenever possible, set standard days of the week to hold Virtual Parties. Example - "I start Virtual Parties on Monday, Tuesday, Wednesday and Saturday."

*Set regular Virtual Party days, business hours and monthly Sales goals. You'll know you have found the rhythm to your business when you start to hear comments like these:

"My Consultant / Spouse / Parent starts Virtual Parties on Monday, Tuesday, Wednesday and Saturdays."

"Amie, I know you normally don't start your Virtual Parties on Fridays...but could you make an exception this month? It's the only day my friends can attend."

"You can always find Mary in her office weekday mornings between 9:00am and 11:30am."

Set a Monthly Sales Goal. Break your monthly goal into weekly and daily goals: "My goal is to sell \$1,000 or more every month to earn my 5% bonus. That's just \$250 a week or about \$36 a day...I can do that!"

"Hey Honey! Now that I have a steady **gemstra** income coming in every month...it's time to shop for a new car!"

"Jay, I know you work in your office weekday mornings, but could you volunteer at school sometime in the afternoon?"

1.4

HERE ARE MORE WAYS TO TAKE IT UP A NOTCH!

Exceptional Host Coaching

Get it down and get it right every time! Network with your Leader and other Consultants who have consistently strong Virtual Party results. Then create a simple but effective way to coach EVERY Host to high attendance, sales, bookings and potential New Consultants.

Product Knowledge

The water represents **gemstra** as well as the partner brands which will provide you with smooth sailing when you are an expert in your business. Know the products, different features and benefits of both **gemstra** and each partner brand featured in your boutique.

Make things happen

When it comes to Selling, Sponsoring and Booking Virtual Parties, take the reins! Get the maximum ROI (Return-On-Investment) of every Virtual Party you hold and teach your Team to do the same. Be determined to reach every Virtual Party goal you set with your Host and seal the deal each and every time!

It's your responsibility to make sure your Host receives the maximum benefits from their Virtual Party and you make the highest Return On Your Investment. That's taking it Up A Notch!

Be a Talent Scout 24/7

You are meeting and interacting with potential customers, future Hosts and New Consultants every day. Take every opportunity to add New Customers, New Bookings and New Consultants to your

business everywhere you go! When you do, you will become more and more confident in offering all three of the **gemstra** opportunities, and the measurable results these opportunities provide will follow.

SALES

We've talked about the Water - **gemstra** and the partner brands. We've talked about your Canoe - Virtual Parties. Now let's talk about Sales - The First Oar You Put In The Water

Sales is a natural expectation at a Virtual Party. Guests come to the Virtual Party expecting to make a purchase of some kind, as they eagerly join their Host in the fun and excitement of experiencing **gemstra** and its partner brands.

"Selling" begins when you, the Consultant, share the features and benefits of each **gemstra** partner brand.

Incremental sales happen when a Consultant effectively conveys the savings and or benefits of buying additional (incremental) products in a customer's favorite product line or in a Bundle. When all of the above is shared with confidence, enthusiasm and passion...a great Virtual Party results.

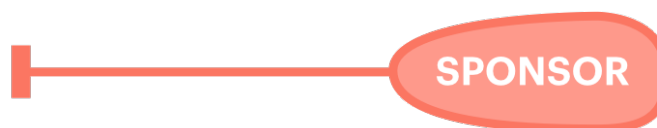
Products are not the only thing a Consultant 'sells' at a Virtual Party. Consultants also sell the benefits of Hosting a Virtual Party. And when guests watch the fun a Consultant has partnering with their Virtual Party Host, they often become interested in hearing more about the income opportunity of starting their own **gemstra** business.



1.5

SPONSORING

The Second Oar in The Water



With only one oar in the water - Selling, you will make money, but you won't be going anywhere fast. You will actually find yourself circling as your sales eventually become stagnant or even decline, and then frustration sets in.

However, the minute you put the second oar - Sponsoring, in the water, you find that you have stopped circling and are now facing forward towards your Rank Advancement Title. As you begin to sponsor again, you also notice that your personal sales start to increase and your Team sales increase with every New Consultant added to your Team.

This is known as the "Duplication Quotient" - Sponsoring New Consultants who do the same things you do every month - Hold Virtual Parties, Sell product and Sponsor New Consultants. In other words, you have duplicated yourself!

Sponsoring - is all about inviting people to join your Team. With both oars in the water, (Sponsoring and Selling) you will find that every New Consultant that joins your Team adds to the Team's excitement for growing the business. And as you help your New Consultants get off to a good start, and your established Consultants stay consistent in their business, you will also see an increase in your monthly income. Your Team activity picks up momentum and you and your Team make noticeable progress towards your next Rank Advancement Title.

SPONSORING

Here are some success tips that will help you keep that second oar in the water and your Team joining you in sponsoring New Consultants every month:

There are potential New Consultants all around you! Make a commitment to 'work' the **gemstra** income opportunity into every conversation you have.

Your enthusiasm and belief in what you have to offer will be contagious.

Every day and everywhere you go, ask yourself these two questions: "Does everyone I know, know what I do?"

and

"Do I believe that everyone I see deserves to hear about **gemstra**?"

Imagine asking yourself these two questions when you see people at:

- The Salon - Getting your hair and nails done
- In the Parking lot - Picking up kids from school or practice
- Work
- The Grocery Store
- Your Doctor's Appointment, etc.

Take advantage of the opportunities that are right in front of you! If the people you see DON'T know what you do, tell them!

Believe that everyone you see DESERVES to hear about **gemstra**! Tell them all about our fabulous products and income opportunity! Okay!

You get it now!

You realize that business opportunities are all around you.

And you now know it's important to keep both oars (Sales and Sponsoring) in the water and make progress every day toward your Rank Advancement Title.

You're willing to talk to people everywhere you go...But you don't know how to start the conversation. Here are a few suggestions to help you get the conversation started.

CONVERSATION STARTERS

gemstra

CONVERSATION STARTERS SALES & SPONSORING

Conversation Starters for Sales

Your attitude in business has to be “Make it where you spend it!” meaning:

“If I’m spending money here, let me see if I can make some money by:

Selling Product

Booking a Virtual Party

or

Adding a New Consultant to my Team!

Be observant. Find a way to share **gemstra** with people by giving them a compliment or making a comment.

When standing in line - Notice what’s in their basket at checkout. Are there any items/products that you feature in your boutique?

Example: If One (1) of your partner brands is JewelScent

You say:

“Oh! I just love lavender!” she responds and you say “I sell products with lavender fragrances...Have you ever heard of JewelScent?”

2. Be sure to look down the body care aisle and the candle aisle before leaving the store. You will always find someone pondering what brand and/or fragrance to choose.

You say:

“Too many choices, right? I’ve used this before and it’s pretty good. But I gotta tell you I only use JewelScent now... have you ever tried JewelScent body scrubs?”

Or you say:

“I just love candles, don’t you?! Have you ever bought a candle that had a ring in it?”

Conversation Starters for Sponsoring

One of the Virtual Party guest talks about a need for some extra money.

You say:

“Have you ever thought of owning your own business?”

You have a customer that always makes a larger purchase.

You say:

“Mary, you love a lot of the partner brands that Gemstra offers as much as I do or even more! Have you ever thought about being a Consultant!?”

In every conversation, no matter how it starts, always work in an opportunity to ask:

“Would you or anyone you know be interested in hearing more about the Gemstra income opportunity?”

“I could use someone like you on my Team!”

“We don’t have anyone selling Gemstra in your area!”

Try some of these conversation starters at your next Virtual Party and the next time you are out and about. You will be surprised to see just how receptive people will be! One of the Virtual Party guest talks about a need for some extra money.

Guiding Potential New Consultants to Join Your Team

You’ve offered the opportunity and your prospective New Consultant is interested in hearing more... What’s the next step? Actually, there are two:

1. Exchange contact information with your potential New Consultant. Ask them to listen to “The **gemstra** Income Opportunity” recording. (More about this call-in section 2.5)
2. Set a time to call them that same day or the next day and ask them what they liked most about what they heard and to help guide them to join your Team:
“What questions do you need answered to make a decision to join my Team?”



OVERCOMING HESITATIONS

TO BUY, BOOK, OR JOIN

Now that you have the conversation started, you want to be sure you are prepared to answer any questions your potential (Host or Consultant) may have. Here are some suggestions in overcoming hesitations to:

Making a **gemstra** purchase

Booking a Virtual Party

Starting a **gemstra** business.

Subject: Buying Gemstra partner brands. What To Say When They Say

Subject: Buying Gemstra Products

At the store - When standing in line, ask about items that they are buying that you sell. I sell that product and it is one of my go to's. How often do you buy (name product).

They say:

"Once a month and I usually grab it off the shelf during a quick shopping trip"

You say:

"I really want you to experience Gemstra, and the partner brand products I have in my boutique! Let's exchange info and when you visit my replicated website within 24 hours, I'll send you a one-time-only coupon code for your first purchase! I just know you're going to fall in love with our products! I want you to try them as soon as possible, so here's a small sample you can try when you get home (if possible depending on brand)! And then be sure to go to my website so I can send you that coupon!"

Subject: Booking a Virtual party

When offering the opportunity to Host a Virtual Party.

They say:

"I really don't have time to do a Virtual Party."

You say:

"Virtual Parties actually save time! That's why they are so popular! No one drives to your home and you don't spend time cleaning and preparing food! Instead, in the comfort of our own homes (and in our PJs if we'd like), we all join the Virtual Party from our favorite device (computer, laptop, tablet or phone). The Virtual Party can be anywhere from 90 minutes to 14 days, but no matter how long it is, they will have so much fun, the time will fly by!"

They say:

"I don't know who I would invite?"

You say:

"Invite the friends you like to have fun with! We'll ask them to click on a link to join your Virtual Party from the convenience of their homes and I will make sure everyone has a good time! And we already know they will love the Gemstra partner brand products!"

They say:

"I've been a Host for other companies before and they didn't turn out well."

You say:

"I'm sorry to hear that. My promise is that I will partner with you to make sure your Virtual Party is everything you want it to be! They are a lot of fun and your friends will love it!"

STARTING A GEMSTRA BUSINESS

When sharing the Gemstra income opportunity.

They Say

"I don't know who would book Virtual Parties for me?"

You say:

"I'll help you with that! We'll use a booking tool called a FRANKS list and in just a few minutes, we'll have 10-25 people you can call!"

They Say

"I'm not good at sales."

You say:

"Well, you don't need to be! Selling Gemstra partner brand products is as simple as sharing your love for the products! Your enthusiasm will have people trying them, buying them and booking a Virtual Party to get more! Selling Gemstra is no pressure, high energy and a lot of fun!"

They Say

"I don't have time."

You say:

"I know you're busy, but I have to tell you! People LOVE the fun and convenience of a Virtual Party! It's a great way for a Host to gather their friends together for some fun and great shopping! And It's as easy as clicking on a link dedicated to the Host. I often have several Virtual Parties going on at the same time! All without leaving my home and a Virtual Party can be as long or as short as you and your Host would like!"

They Say

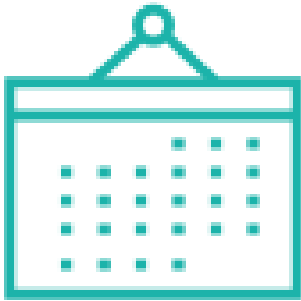
"I don't have any money."

You say:

"If I could show you a way to put the money you spend on your kit today back into your account rather quickly and make some money, would you be willing to give it a chance? We'll book several Virtual Parties that will run at the same time, it's so easy! I do it all the time in my business."

NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 2



STEP 1

Make the commitment to take your business “up a notch” by setting standard days to hold VPs, establishing office hours and standards of excellence to everything you do to run your business.



STEP 2

Listen to “The **gemstra** Income Opportunity Recording” so you know what your potential New Consultants will be learning when you send them to listen to that call.



STEP 3

Make a conscious effort to tell everyone you know that you are a JewleScent Consultant. Make a commitment to increase your monthly Sponsoring by offering the income opportunity in every conversation you have.



STEP 4

Practice your three (3) favorite conversation starters with friends and family.



STEP 5

Practice the “What To Say When They Say” responses so it becomes more natural and enables you to keep the conversation going when talking about every aspect of your business.

2.0

A MORE EFFECTIVE WAY TO SPONSOR

Sponsor Qualified Consultants and You'll Promote Garnets, Amethysts, Quartz and Jades

2.1

PRESENTING THE INCOME OPPORTUNITY

When you change the way you present the New Consultant start-up costs, you will begin to sponsor qualified Consultants and promote Garnets and Amethysts!





PRESENTING THE INCOME OPPORTUNITY

A MORE EFFECTIVE WAY TO SPONSOR

When you change the way, you present the New Consultant start-up costs, you will begin to sponsor qualified Consultants and promote Garnets and Amethysts!

Currently, when asked how much it costs to start a **gemstra** business, you may be saying something like this:

“To start, your own **gemstra** business, the Virtual Kit is \$49

The Virtual Kit includes:

The first 3 months of your Technology Fee, free, which includes your Personalized Ecommerce Store, Online Training, Resources and a Full Suite Virtual Backoffice, but does not come with any products.

Once your New Consultant has signed up. You say:

You say:

” Now, in order to become a qualified Consultant, you need to have \$100 in product orders by the end of your first 30 days in business.

They say:

“Oh...Ok”

In the approach above, you risk your New Consultant wondering why they were not told that there is more required of them than just selecting their Starter Kit.

As a Sponsor, you may feel a little anxious telling your New Consultant that they still need to become a qualified Consultant within their first 30 days of business.

The Virtual Kit will get your business started immediately and is an investment of \$149 plus tax (when applicable) and shipping.
Here's what your \$149 investment will give you:

The Virtual kit includes: Personalized Ecommerce Store Online Training Resources
Full Suite Virtual Backoffice
And your Technology fee, free, for three (3) months for \$49 plus tax and shipping.
Beginning with month four (4), your credit card will be charged \$10 each month for your technology fee, which includes:

Personalized Ecommerce Store Online Training Resources
Full Suite Virtual Backoffice

An order for \$100 in product (your choice) will make you a qualified Consultant. You can place your \$100 order when you sign up.
Sponsor: Talk to your New Consultant about your favorite products, scents and the current best sellers.
\$49 Virtual Kit

When you explain this highly effective way to start a **gemstra** business, you will be inspired with the results it will generate!

Benefits to the New Consultant
More product to show and sell
Being a Qualified Consultant!

Benefits to the Sponsor
Instant commissions on a New Consultant
A Qualified Consultant

2.2

TWO ADDITIONAL SPONSORING SUPPORT TOOLS

1. To further support your Sponsoring efforts, listen to “The **gemstra** Income Opportunity” recording found in the Resources section of your Backoffice.

Invite everyone who asks about starting their own **gemstra** business to listen to this short informative call.

Plan to connect with them soon after to answer any questions they may have and continue guiding them to a decision to join your Team.

This recorded Sponsoring message is also a great way to introduce the company to someone who has not yet heard of **gemstra**.

2. There is also a recorded call entitled “We want YOU on our Leadership Team!” This recorded message is designed to inform a Consultant of all the exciting opportunities **gemstra** offers their Leadership Team.

Invite your Consultants to listen to the call to learn how building a Team and being a **gemstra** Leader will give them additional avenues of income.

Plan to connect with them soon after to answer any questions they may have about promoting to their next Rank Advancement Title.

This recording call is also located in the Resources Section of your Backoffice.

“The **gemstra** Income Opportunity” call and your Sponsoring Packets are a winning combination

SPONSORING PACKET

Ask your Team to join you in giving out ten (10) Sponsoring Packets a month. When putting your Sponsoring Packets together, remember your objective:

You want to give your potential New Consultant just enough information for them to ask you for more details about starting their own **gemstra** business. This keeps the conversation going and it allows you to personalize the start of your New Consultant’s business.

And because it has become more and more difficult to keep a reader’s attention nowadays, you want your Sponsoring Packet to be something they can not only enjoy reading, but be able to do so in just a few short minutes.

You also want to make your Sponsoring Packets cost effective (low cost/high return) and easy to assemble.

“The **gemstra** Income Opportunity” recorded call and your Sponsoring Packet will give your potential New Consultant all they need to make an informed decision to join your Team.

However, it will be your timely follow-up with your potential New Consultant that will help her decide to start her own **gemstra** business.

For the BEST Sponsoring results, follow up immediately after your New Consultant has listened to the call and reviewed your Sponsoring Packet. Be prepared to guide them to the next step in joining your Team. This recording call is also located in the Resources Section of your Backoffice. “The **gemstra** Income Opportunity” call and your Sponsoring Packets are a winning combination.

SPONSORING PACKET CHECKLIST

- OPPORTUNITY BROCHURE**
- SEED FLYER**
- WHAT'S YOUR WHY? FLYER**
- FRANKS LIST**
- COMP PLAN REFERENCE CARDS**
- YOUR BUSINESS CARD**
- SAMPLE**

TEAM SPONSORING MOMENTUM

Your 10 Sponsoring packets and “The **gemstra** Income Opportunity” recorded call will aid you in building Team Sponsoring Momentum.

When you and your Team consistently give out 10 Sponsoring Packets and sponsor New Consultants every month you will experience Sponsoring momentum. This momentum will result in Consultants starting to build their own Teams.

Direct these Consultants to listen to the “We want YOU on our Leadership Team” recorded call. This recording will explain how building a Team and promoting to Leadership is the next natural step in their **gemstra** business.

Offer weekly coaching calls to the Consultants on your team who want to achieve the structure for Garnet, Amethyst or Jade Rank Advancement.

Use the resources found in the Backoffice to coach your future Leaders. This will assure that your leadership training is consistent and duplicatable for your Leaders to promote their Leaders.

Before long, you will be promoting new Garnets, new Amethysts and new Jades. You will experience increased Team sales and you will enjoy watching your new Leaders support their growing Teams. What’s next? Shampoo, Rinse and Repeat!

NEXT STEPS

STEP 1

Practice the ‘new’ sign up option explanation until you can convey the information in a succinct way. Schedule a Team Conference Call to teach your Team how to sponsor a qualified Consultant. On the call, give them a call to action to: Share the ‘qualified’ Consultant explanation to three (3) people this week. Celebrate and post their Sponsoring results.

STEP 2

Direct your Team to join you in making 10 Sponsoring packets and to give them out to 10 potential New Consultants by the end of the month.

STEP 3

Set a goal to have you and your Team listen and become familiar with both “The **gemstra** Income Opportunity Call” and the “We want YOU on our Leadership Team!” recorded calls.

*Direct each of your Consultants to invite three (3) people to listen to “The **gemstra** Income Opportunity Call”.

*Follow up with each Consultant to talk about the next steps for their potential New Consultants.

2.3

TEACHING YOUR TEAM TO SPONSOR WITH YOU!

When you help, others get what THEY want, you will get what YOU want! When you help, someone start a new business...You grow your Team.

When you teach a Consultant how to Sponsor...You increase both your incomes. When you help someone promote to Leadership...YOU both achieve Rank Advancements.

The first step in teaching your Team to Sponsor with you, is to set Sponsoring expectations. That expectation is for every Consultant on your Team to work with a minimum of 5 potential Consultants at all times.

Sponsoring is best done in numbers. In other words, working with a lot of people at the same time. Some will join and some won't and that's okay, because you will simply offer the **gemstra** Income opportunity to the next person on your list.

Teaching your Team to join you in keeping a perpetual list of 5 potential New Consultants will create Team Sponsoring excitement. When everyone is actively working with their 5 potential New Consultants, they will improve their sponsoring skills as everyone shares their Sponsoring success tips.

Teaching your Team to sponsor every month is a skill every Leader needs to master. When your Consultants learn how to sponsor early in their career, they will build a team and promote to Leadership quickly. Leaders have more income opportunities and are more likely to build and sustain a growing Team. Promoting Leaders leads to business longevity.

5 EASY STEPS TO TEACH YOUR TEAM

1. Make a Sponsoring FRANKS list
2. Add a personal note next to each name on your FRANKS list describing why that person would make a great **gemstra** Consultant.
3. Set an expectation for every Consultant on your Team to:
 - a. Give out 10 Sponsoring packets each month that includes an invitation to listen to "The **gemstra** Income Opportunity Call".
 - b. Immediately follow up with the potential New Consultants who have listened to "The **gemstra** Income Opportunity Call" and help guide them to the next step in joining their Team.
4. As a Leader, make a commitment to support your Team and your Sponsoring Goal by asking every Consultant you talk to the following question: "Who are the 5 potential New Consultants you're talking to?"

Coach and direct your Consultants to their next step in sponsoring each of their 5 Potential New Consultants. Be sure they always have 5 names on their list.
5. Teach your Team how to track their "5 Potential New Consultants" using the following system:
 - a. Label a file folder: "5 Potential New Consultants"
 - b. Print out 5 of the following forms and staple them to your file folder
 - c. Use this form to track each of your 5 potential New Consultants
 - d. Replace/add additional forms as you meet new potential New Consultants



MY 5 POTENTIAL NEW CONSULTANTS

TRACKING FORM

#1 Potential New Consultant _____

Contact Information: Cell _____ Email _____

Met Potential New Consultant at: _____

Has Been a Virtual Party Host: Yes ____ No ____

Has Been a Customer since: Month _____ Year _____

Gave Sponsoring Packet and invitation to listen to "The **gemstra** Income

Opportunity call on: _____ Followed up on: _____
Date/Time Date/Time

New Potential Consultant's interest on a scale from 1-10: _____
(1-"I'm not interested at all..."10-"Where do i sign!") Answer

When you asked, what did they say it would take to make them a 10? _____

For example: "I'm a 5 now, to be a 10, I would need: To feel more confident sponsoring-Have more help at home-Book more VPs-Schedule time to make phone calls etc.)"

Comments _____

Next Steps: _____



MY 5 POTENTIAL NEW CONSULTANTS

TRACKING FORM

#2 Potential New Consultant _____

Contact Information: Cell _____ Email _____

Met Potential New Consultant at: _____

Has Been a Virtual Party Host: Yes ____ No ____

Has Been a Customer since: Month _____ Year _____

Gave Sponsoring Packet and invitation to listen to "The **gemstra** Income

Opportunity call on: _____ Followed up on: _____
Date/Time Date/Time

New Potential Consultant's interest on a scale from 1-10: _____
(1-"I'm not interested at all."...10-"Where do i sign!") Answer

When you asked, what did they say it would take to make them a 10? _____

For example: "I'm a 5 now, to be a 10, I would need: To feel more confident sponsoring-Have more help at home-Book more VPs-Schedule time to make phone calls etc.)"

Comments _____

Next Steps: _____



MY 5 POTENTIAL NEW CONSULTANTS

TRACKING FORM

#3 Potential New Consultant _____

Contact Information: Cell _____ Email _____

Met Potential New Consultant at: _____

Has Been a Virtual Party Host: Yes ____ No ____

Has Been a Customer since: Month _____ Year _____

Gave Sponsoring Packet and invitation to listen to "The **gemstra** Income

Opportunity call on: _____ Followed up on: _____
Date/Time Date/Time

New Potential Consultant's interest on a scale from 1-10: _____
(1-"I'm not interested at all..."10-"Where do i sign!") Answer

When you asked, what did they say it would take to make them a 10? _____

For example: "I'm a 5 now, to be a 10, I would need: To feel more confident sponsoring-Have more help at home-Book more VPs-Schedule time to make phone calls etc.')

Comments _____

Next Steps: _____



MY 5 POTENTIAL NEW CONSULTANTS

TRACKING FORM

#4 Potential New Consultant _____

Contact Information: Cell _____ Email _____

Met Potential New Consultant at: _____

Has Been a Virtual Party Host: Yes ____ No ____

Has Been a Customer since: Month _____ Year _____

Gave Sponsoring Packet and invitation to listen to "The **gemstra** Income

Opportunity call on: _____ Followed up on: _____
Date/Time Date/Time

New Potential Consultant's interest on a scale from 1-10: _____
(1-"I'm not interested at all."...10-"Where do i sign!") Answer

When you asked, what did they say it would take to make them a 10? _____

For example: "I'm a 5 now, to be a 10, I would need: To feel more confident sponsoring-Have more help at home-Book more VPs-Schedule time to make phone calls etc.)"

Comments _____

Next Steps: _____



MY 5 POTENTIAL NEW CONSULTANTS

TRACKING FORM

#5 Potential New Consultant _____

Contact Information: Cell _____ Email _____

Met Potential New Consultant at: _____

Has Been a Virtual Party Host: Yes ____ No ____

Has Been a Customer since: Month _____ Year _____

Gave Sponsoring Packet and invitation to listen to "The **gemstra** Income

Opportunity call on: _____ Followed up on: _____
Date/Time Date/Time

New Potential Consultant's interest on a scale from 1-10: _____
(1-"I'm not interested at all..."10-"Where do i sign!") Answer

When you asked, what did they say it would take to make them a 10? _____

For example: "I'm a 5 now, to be a 10, I would need: To feel more confident sponsoring-Have more help at home-Book more VPs-Schedule time to make phone calls etc.')

Comments _____

Next Steps: _____

Complete the following before proceeding to Section 3

STEP 1

Lead by example: Make YOUR 5 Potential New Consultant list and file folder. Begin offering the income opportunity to your 5 potential New Consultants.

STEP 2

Schedule a Team call and share the results you experienced after working with your "5 Potential New Consultants".

A BUSINESS FORMULA THAT LEADS TO RANK ADVANCEMENT

But the path to excellence, doing more than what is required - in an excellent way - is a narrow road and traveled by few.

So it goes with working your business to the MAXIMUM - doing more than what is required vs working your business to the minimum - 'going through the motions'- doing only what is required - giving the least amount of effort, and nothing more.

3.1

MINIMUMS VS MAXIMUMS

A 3 Month Plan to Rank Advancement OR a 6 Month Plan to Financial Security

First of all, minimums....I hate minimums!
Or should I say - I hate what minimums DO TO YOU!

- They stress you out.
- Minimums put your heel just over the finish line, instead of firmly planted well over the finish line.
- There is no room for error with minimums, they only give you just enough.
- There is no sense of security, only insecurity.
- With minimums, you are always starting at square one AGAIN vs. being ahead of the game, which means you're working HARD not smart.
- Minimums pay the minimum, and you deserve MAXIMUM pay!

Now, MAXIMUMS!

I love MAXIMUMS and I LOVE what they do to you!

- Maximums mean excellence!
- You give it your all, doing more than what is required! This gives you insurance!
- You expect more of yourself, your business and your Team!
- You earn a reputation for excellence!
- Your confidence increases with every achievement!
- You're willing to try something new!
- Maximums pay out more and pay out longer!
- Your financial needs are met and you have money for EXTRAS!
- What would happen if you applied an attitude of MAXIMUMS to every aspect of your life and business?

A BUSINESS FORMULA

A 3 month plan to Rank Advancement or a 6 month plan to Financial Security?

Let's apply the MAXIMUM rule here! "Always do more than what is required!" The required structure at each Rank Advancement level is 3 months.

Yes, it will achieve the goal of Rank Advancement, but wouldn't you rather MAXIMIZE the goal? "Always do more than what is required!"

When you do, you will be rewarded with security, joy, income and time to gear up for your next goal.

Make a 6 Month Plan for Financial Security!

That would mean meeting and maintaining the three month required plan twice!
But, oh the rewards!

Imagine for six months you and your team are doing more than what is required! Sales and Sponsoring are consistent and New Consultants are joining your team every month! That's called momentum.

Momentum attracts others to do what you are doing and momentum brings Leaders to the forefront! Before you know it, you will find yourself promoting New Leaders.

Set Your Goals Right Now!

Using the form below, personalize your MAXIMIZED goals by entering them on the right side of the chart. The MAXIMIZED goals are your targets. Focus on hitting these targets for six months (MAXIMUM) vs. three months (minimum) each time you set a goal for Rank Advancement.

Starting with month 1, set a goal to do more than the minimum requirement. Maximums 'pad' your account, just in case a product is returned and you are now minus that PQV dollar amount. When you only do the minimum requirement, you risk missing out on commissions and bonuses.

Doing the Maximum, more than what is required, covers you so you still earn commissions and bonuses in spite of the customer who returned her product for a refund.

We practice the maximums in our lives all the time. "Better take some extra diapers just in case we're delayed at the doctor's office." "Better throw in a few snacks for the kids, just in case I get stuck in traffic." "Better put an extra \$50 in my checking account to avoid any overdraft charges." When you apply Maximum thinking to your business, you will advance faster and have more fun and less stress doing it!

Maximum thinking is your business insurance!

From Garnet to Diamond, all Rank Advancement Promotions will require 3 to 6 of the following structure requirements:

- Personal PQV (Garnet and above)
- Qualified Consultants (Garnet and above)
- Team Qualified Volume (Garnet and above)
- Rolling three month Qualified New Consultants (Quartz and above)
- Level 1 Team Structure (Quartz and above)
- Group Qualified Volume (Ruby and above)

Starting today, at your current Rank title, make a commitment to perform in the following 6 areas every month.

RANK ADVANCEMENT GOALS

MINIMUM REQUIREMENT

Garnet
300 PQV
1 Qualified New Consultant
500 TQV

MAXIMIZED GOAL

Garnet
480 PQV
2 Qualified Consultants
750 TQV

MINIMUM REQUIREMENT

Amethyst
400 PQV
2 Qualified New Consultants
1,000 TQV

MAXIMIZED GOAL

Amethyst
_____ PQV
_____ Qualified Consultant
_____ TQV

MINIMUM REQUIREMENT

Quartz
600 PQV
4 Qualified New Consultant
1 New Consultant in rolling 3 months
2,500 TQV

MAXIMIZED GOAL

Quartz
_____ PQV
_____ Qualified Consultant
_____ New QC in 3 Months
_____ TQV

MINIMUM REQUIREMENT

Jade
800 PQV
6 Qualified New Consultant
2 New Consultants in rolling 3 months
5,000 TQV

MAXIMIZED GOAL

Jade
_____ PQV
_____ Qualified Consultant
_____ New QC in 3 Months
_____ TQV

THE SIX TOP PERFORMING AREAS FOR RANK ADVANCEMENT



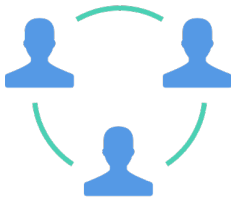
Personal PQV

Be an Investor:
Invest time where your highest paid commission is - your PQV
Invest time in generating incremental sales - Gift ideas, Bundles, etc.



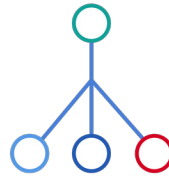
Qualified Consultants

Be a Talent Scout:
Offer everyone an opportunity to join your Team Talk about the extra money your **gemstra** Business gives you.



Team Qualified Volume

Be Influential:
Connect with the Consultants who contribute high sales to your TQV. Congratulate them on their sales achievements and coach them to their next success.



Level 1 Team Structure

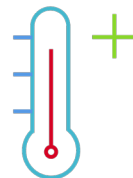
Be a Promoter:
Sell Rank Advancement perks and privileges in every communication.
Congratulate your Consultant's Team sales performance and always add "If you were a (Their next Rank Advancement title) you would have made (x) on your TQV!"



Rolling Three Months

Be Rhythmic:
Sponsor every month vs. Rolling 3 Month Sponsoring

Add a Sponsoring 'commercial' to every Virtual Party you hold



Group Qualified Volume

Be a Physician:
Take your GQV "pulse" in your Backoffice several times a day. Connect with the Consultants you know you can move to 'more' activity this month. Thank them for all they do to grow their business and the Team.

Make calls to your high performing Consultants before the end of the month and ask them to do one more Virtual Party! Your commitment to faithfully work in these 6 Top Performing Areas For Rank Advancement will result in stronger Sales and Sponsoring, which will naturally result in Financial Security and faster Rank Advancement for both you and your Consultants.

In all of your communications, Facebook, emails, etc., remind everyone how to promote to Garnet and Amethyst (Team Builders), then Quartz and Jade (Team Leaders) by posting the comp plan structure for these four Rank Advancement Titles.

Track your 6 months to Financial Security using the forms below.

Review each month with your up line for coaching, celebrating and direction.

6 MONTH PLAN

MONTH 1

REQUIRED ACTIVITY	GOAL	MID-MONTH	MONTH-END
Personal PQV on	_____	_____	_____
Qualified Consultants	_____	_____	_____
Team Qualified Volume	_____	_____	_____
Rolling 3 month New Consultants	_____	_____	_____
Team Structure	_____	_____	_____
Group Qualified Volume	_____	_____	_____

MONTH 2

REQUIRED ACTIVITY	GOAL	MID-MONTH	MONTH-END
Personal PQV on	_____	_____	_____
Qualified Consultants	_____	_____	_____
Team Qualified Volume	_____	_____	_____
Rolling 3 month New Consultants	_____	_____	_____
Team Structure	_____	_____	_____
Group Qualified Volume	_____	_____	_____

MONTH 3

REQUIRED ACTIVITY	GOAL	MID-MONTH	MONTH-END
Personal PQV on	_____	_____	_____
Qualified Consultants	_____	_____	_____
Team Qualified Volume	_____	_____	_____
Rolling 3 month New Consultants	_____	_____	_____
Team Structure	_____	_____	_____
Group Qualified Volume	_____	_____	_____

6 MONTH PLAN

MONTH 4

REQUIRED ACTIVITY	GOAL	MID-MONTH	MONTH-END
Personal PQV on	_____	_____	_____
Qualified Consultants	_____	_____	_____
Team Qualified Volume	_____	_____	_____
Rolling 3 month New Consultants	_____	_____	_____
Team Structure	_____	_____	_____
Group Qualified Volume	_____	_____	_____

MONTH 5

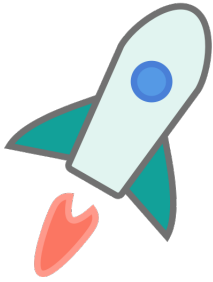
REQUIRED ACTIVITY	GOAL	MID-MONTH	MONTH-END
Personal PQV on	_____	_____	_____
Qualified Consultants	_____	_____	_____
Team Qualified Volume	_____	_____	_____
Rolling 3 month New Consultants	_____	_____	_____
Team Structure	_____	_____	_____
Group Qualified Volume	_____	_____	_____

MONTH 6

REQUIRED ACTIVITY	GOAL	MID-MONTH	MONTH-END
Personal PQV on	_____	_____	_____
Qualified Consultants	_____	_____	_____
Team Qualified Volume	_____	_____	_____
Rolling 3 month New Consultants	_____	_____	_____
Team Structure	_____	_____	_____
Group Qualified Volume	_____	_____	_____

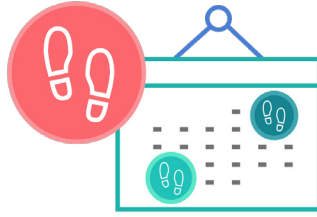
NEXT STEPS

Complete the following before proceeding to Section 4



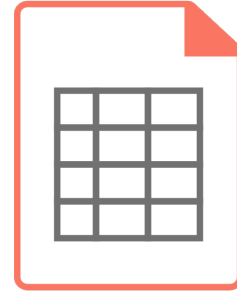
STEP 1

Make a commitment to be a MAXIMUM thinking Leader



STEP 2

Map out your 6 month plan for Rank Advancement



STEP 3

Complete the MAXIMUM planning sheet to identify your next Garnet, Amethyst, Quartz and Jade promotions within your organization.

LEADERSHIP TRUTHS

THAT GROW A TEAM AND PROMOTES NEW LEADERS

4.1

It all STARTS and ENDS with me...

Leadership starts with the Leader.

You may have heard the saying "So goes the head, so goes the tail"

There is great truth in this statement.

A Leader can tell their Team to book Virtual Parties,

Sponsor New Consultants and Sell Product.

But if the Leader is not doing these things to lead by example, the Team will quickly diminish.

As you travel the Road to Leadership, look for the wisdom paved by others who have travelled this road before you.

It's important to know that Wisdom is not knowledge...

Wisdom is knowledge at work!

Here is some Wisdom to fuel your journey to your Rank Advancement Title And

Wisdom that will compliment your Practical Applications

4.2

10 UNDISPUTABLE TRUTHS EVERY LEADER SHOULD LIVE BY

1. Influence - The true measure of leadership is influence-nothing more, nothing less. Influence is the ability to get others to participate.

Titles don't have much value when it comes to leading. True leadership cannot be awarded, appointed, or assigned. It has to be earned. The only thing a title can buy is a little time-either to increase your level of influence with others or to erase it.

2. Process - Leadership Develops Daily, not in a Day.

The law of process shows that what matters most is what you do day by day over the long haul. It is the capacity to develop and improve their skills that distinguishes leaders from their followers. Successful Leaders are learners. The goal each day must be to get a little better, to build on the previous day's progress.

3. Navigation - Anyone can Steer the Ship, But it Takes a Leader to Chart the Course.

Successful leaders understand the importance of learning the skill of navigation and be willing to navigate the course for their followers.

4. Magnetism - Who you are is Who you attract.

Who is on your team is seldom determined by what you want, but more by who you are. In order to build a strong team, you must understand the law of attraction. It's important to have team members who balance your weaknesses, but you will not automatically attract them.

5. Connection - Leaders Touch a Heart Before They Ask for a Hand.

You can't move people to action unless you first move them with emotion. The heart comes before the head.

6. Empowerment - Only Secure Leaders Give Power to Others.

By becoming a Leader who can give power away, you will make our organization more powerful. But if you disregard this truth, your potential as a Leader will be limited.

7. Growth - To ADD growth to your Team, Lead Followers -To have EXPLOSIVE GROWTH, Lead Leaders.

Leaders who develop and promote Leaders experience an incredible multiplication effect in their organization that can be achieved in no other way. As a Leader, you will go to the highest level only if you begin developing Leaders instead of followers. It's the difference between 'adding' and 'multiplying'...which will you choose?

8. Empowerment - Only Secure Leaders Give Power to Others.

Leaders who develop and promote Leaders experience an incredible multiplication effect in their organization that can be achieved in no other way. As a Leader, you will go to the highest level only if you begin developing Leaders instead of followers. It's the difference between 'adding' and 'multiplying'...which will you choose?

9. Priorities - Leaders understand that activity is not necessarily accomplishment.

Leaders must prioritize their time, effort and connections. Here are two ways to help you prioritize: Use the 80/20 rule:

People: If you have ten people on your team, give your two top performers 80% of your time. Activities: Give the activities that are in the top 20% of importance 80 % of your time. Customers: if you have 100 customers, the top 20 will provide you with 80% of your business.

Ask these three questions:

What is required?

What is the greatest return?

What brings the greatest reward?

10. Legacy - A Leader's Lasting Value is Measured by Succession

Leaders who practice this truth are rare. But those who do leave a legacy of succession for their organization by doing the following:

*Lead with tomorrow in mind as well as today.

*Make leading your Consultants to Rank Advancement a part of your Team's culture.

*Pay the price of Time, Money, Effort today, to ensure success tomorrow.
e the course for their followers.

4.4

CONCLUSION

This concludes the map, tools and directions you need to take your journey to your Rank Advancement Title. Review the sections of this book often.

Follow closely every direction, application and suggestion. When you do, you'll find your Road to Leadership exciting, progressive, full of adventure and opportunities to grow and filled with success stories and tips for you to give to your future Leaders!

When you promote to Jade, the Introduction to Leadership is already in place to your next level of income and growth!

I'm so excited that you have invested the time needed in your personal business to grow and begin your path to leadership. As our ongoing effort to support your building efforts, your next step on your journey is to read and then follow the "CTA's" found in [gemstra's](#) "Introduction To Leadership". I can't wait to welcome and introduce you as the newest member to our [gemstra](#) Leadership Team!

Amie Larson
VP of Consultant Development

NEXT STEPS

Complete the following before proceeding to Book 3



STEP 1

Post the "10 Undisputable Truths Every Leader Should Live by" in your office & phone.



STEP 2

Read the "10 Undisputable Truths Every Leader Should Live By" daily as your commitment to Lead your Team.



STEP 3

Each month and for the next 10 months, read and apply one of the 10 Undisputable Truths to your life and business