

# GETTING STARTED ... ONE SIP AT A TIME!

## Immediately (Wake Up and Smell the Coffee)

1. Complete your enrollment and place your initial order.
2. Memorize your Gano Excel Identification Number \_\_\_\_\_.
3. Download & read the Gano Excel Statement of Policy. Learn how to **protect** your business!
4. Establish an AutoShip order (100 PV is the minimum) and receive the following benefits:
  - a. Lowest pricing.
  - b. Systematic supply each month.
  - c. Qualify for commissions.
  - d. Up to 16% rebate from Gano Rewards Program.
  - e. Teach duplication by example.
  - f. Triple retention rates.
5. Schedule a meeting with your Sponsor/Mentor to develop your personal Business Plan with your:
  - a. Sponsor - the person who signed you up.
  - b. Mentor - the person who teaches you how to succeed.
  - c. Sponsor and Mentor could be the same person.

## Next 72 Hours (What's Brewing?)

1. Identify Your Candidates.
  - a. 100-300 Names and Contact Information
    - i. Email Addresses
    - ii. Christmas/Holiday List
    - iii. Address Book
    - iv. Memory Jogger
2. Set Up Your Home Office.
  - a. Desk
  - b. Computer
  - c. Telephone/Fax
3. Know Your Tools
  - a. Sponsor/Mentor
  - b. Day Planner
  - c. Business Cards
  - d. eCards / [www.TheGanoExcelStory.com](http://www.TheGanoExcelStory.com)
  - e. CDs / DVDs
  - f. Literature (Java Journal, Product Guide, etc.)
  - g. 3-Way Calling
  - h. Conference Calls / [www.GanoWebinars.com](http://www.GanoWebinars.com)
    - i. Product
    - ii. Income Opportunity
    - iii. Getting Started Training
    - iv. 90-Day Game Plan
4. Establish Your Online Presence.
  - a. Back Office
  - b. Retail Website
  - c. Recruiting Website
5. Master the 3 Golden Questions.
  - a. Do you drink coffee or tea ... at least occasionally?
  - b. Have you heard of a "healthier" coffee?
  - c. Would you like to try a sample?

## 7-10 Days (Warm It UP)

1. Prepare Your Business Plan Worksheet and Business Plan Progress Report with your Sponsor/Mentor
  - a. Complete the Business Plan Worksheet (Page 3).
  - b. Complete your Business Plan Progress Report (Page 4) no more than 2 days after preparing your Business Plan.
2. Host Your First Coffee Break
  - a. Review and follow the Coffee Break Training Sheet (Page 5).
  - b. Invite your Sponsor/Mentor to assist you either in person or by phone to answer questions and determine guest types.
    - i. Customer - Those who want to use the products and think about the opportunity.
    - ii. Affiliate - Those who want to get started now.
    - iii. Entrepreneur - Those who want every possible business building advantage!
3. Over the next few days, follow up with your Guests (the fortune is in the follow up).
4. Using your tools, commit to introducing Gano Excel to a minimum of 2 prospects each day.

## 30 Days (Keep It Coming)

1. Take Massive Action
  - a. Using your Candidate List and your Tools, contact all of your prospects.
  - b. Set a goal of 5-10 Customers and 3-5 Affiliates per month.
2. Mentor those you Sponsor by teaching and duplicating all of the above ... over and over again.
3. Commit to staying the course - NO MATTER WHAT - for at least 12 months.