

FAST START TRAINING GUIDE



SET YOURSELF
UP FOR SUCCESS
IN LESS THAN
30 DAYS!

PLATINUM
HEALTH EUROPE

AND SO THE JOURNEY BEGINS...

WELCOME

Get Started Fast and Get Started Right!

Whether this is your first business or you have decades of experience, our goal is to help you make money, have fun, eat better, and help others do the same. You're an entrepreneur—so we want you to enjoy the freedom and the peace of mind of knowing that success is directly in your control.

My Information

Distributor ID: _____ My Marketing Website: www.platinumuk.biz/_____

My Back Office Log-in Name & Password: _____ (optional to write down)

Support Team Information (Put this information in your cell phone)

Sponsor Name: _____ Phone: _____ Email: _____

Best Days / Time / Methods to Contact: _____

Leader Name: _____ Phone: _____ Email: _____

Best Days / Time / Methods to Contact: _____

Should Already Be Completed

- I have purchased my Enrollment Pack
- I am a Premium Distributor on Monthly Back-Up Order
- I have enough Gift Cards (your Gift Card Code is also your web alias)
- I have a reliable phone with 3-way calling capabilities & reliable internet access
- I have a functional work space + basic office supplies to maintain client files/notes



To Be Completed in the Next 48 Hours

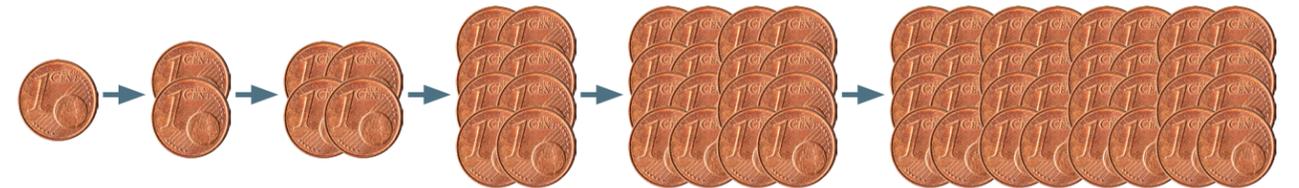
- I will review this Fast Start Guide completely
- I will complete the Business Planning Session (Pages 4 & 5 of this Guide) and review with my upline
- I will find at least 5 people to support me on my health journey

THE POWER OF NETWORK MARKETING

Platinum is a Business of Duplication...

"I would rather profit from 1% of the efforts of 100 people, than 100% of my own efforts."
– J Paul Getty – One of the First Billionaires in the World

"Compounding is one of the most powerful forces in all of nature."
– Albert Einstein – Greatest Scientist of the 20th Century



Your business income will compound as you enroll new people into our success system. You may know that a single cent doubled every day for 30 days becomes more than €5,000,000. What you may not realize is that on Day 10 you have just over €10. But, just 20 days later, you will have over €5 million! Because our business is highly leveraged, you may put in a lot of effort the first several months for relatively small financial gains—but then the power of leverage, duplication and compounding will begin to work in your favor! New people will join your business (People you may have never met or contacted) and they will follow the system ... and enroll others ... who will enroll others.

Suddenly, your business will grow independently of your own direct efforts and that's a beautiful thing!

THE SYSTEM IS THE SOLUTION TO SUCCESS

The following few pages outline our simple success system, our Proven Plan of Action. Read it through. Follow it. It works! Importantly, it will work for your new enrollees as well. Follow the system and be consistent.

Being system-dependent instead of people-dependent **maximizes duplication and creates true residual income!** Starbucks doesn't make the best coffee, but they became the biggest coffee chain in the world, because they have the best system. We have BOTH, the best products AND the best system.

Make These 5 Commitments—and You're on Your Way to Success!

- 1 I will always act with integrity and good intentions.
- 2 I will treat my Platinum business like a business—not like a hobby.
- 3 I will become a product of the products and commit to improving my eating habits and my lifestyle.
- 4 I will follow the system and encourage my team to do the same.
- 5 I will be here 1 year from now. I've made a no-turn-back commitment to success.

BUSINESS PLANNING WORKSHEET

FORMULA FOR SUCCESS

I Am Building My Business For The Following Reasons:

What is important to you? Check all that apply

- | | | | |
|-------------------------------------------|------------------------------------|-----------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Early retirement | <input type="checkbox"/> New car | <input type="checkbox"/> Vacation home | <input type="checkbox"/> Charity |
| <input type="checkbox"/> New home | <input type="checkbox"/> Travel | <input type="checkbox"/> Helping family | <input type="checkbox"/> Children's education |
| <input type="checkbox"/> More family time | <input type="checkbox"/> Debt free | <input type="checkbox"/> Time freedom | <input type="checkbox"/> Financial security |

Most Important Goal

What is the most important goal to achieve as a result of your business?

PURIMUM INCOME DISCLOSURE STATEMENT FOR 2015				
Paid Rank		2015 Annual Income for active Affiliates (U.S. Dollars)		
		High	Average	Low
A	Associate	18,144.37	539.34	120.00
B	Builder	18,585.40	798.64	120.00
C	Consultant	33,502.25	1,786.49	123.70
D	Director	43,530.98	3,580.70	333.25
E	Executive	81,985.14	8,676.87	264.23
	Diamond	89,863.04	19,797.92	8,473.84
	Green Diamond	103,303.15	34,286.72	22,320.74
	Blue Diamond	148,641.07	65,004.22	49,583.23
	Black Diamond	204,484.91	74,907.33	22,737.03
	Red Diamond	216,927.60	126,223.78	79,426.35
	Crown	212,395.31	148,714.24	124,523.11
	2-Star Crown	298,284.27	223,348.33	178,875.88
	3-Star Crown	322,205.58	294,365.54	290,234.65
	4-Star Crown	477,798.13	380,422.17	299,175.45
	5-Star Crown	522,558.84	468,980.05	383,093.47

See the mypurium.com website for the full Income Disclosure Chart and Statement

Income Goals

What are your income goals?

3 Months _____

6 Months _____

1 Year _____

Rank Goals

What are your rank goals for the next 3 months?

Month: _____ Rank: _____ GV: _____

I Am Committed To The Following Income Producing Activities This Month:

_____ Hours per week to work the business _____ Platinum exposures per day _____ Follow-up calls per day

Healthy Happy Hours on these dates _____

Enrolling a minimum of _____ Loyal Customers and _____ Distributors this month

Plugging into Team and Corporate Conference Calls on _____

Attending these Events _____

Being in communication with my up-team Diamond/Crown: _____

I hereby commit to the above goals and will follow the proven system, as well as stay in weekly contact with my sponsor and up-team.

Print Name _____ Date _____ Signature _____

1. Write Down The Names Of Your Top 20 Prospects This Month

5 and 3 is the Key!

Follow the proven system to enroll your 5 new Loyal Customers and 3 Distributors this month.

Don't Pre-Judge!

Allow people to make an informed decision as to whether Purium is right for them.

Who Do You Know?

- | | |
|--------------------------|------------------------|
| - Entrepreneurial minded | - Self-motivated |
| - Influential | - Needs to lose weight |
| - Ambitious | - Health conscious |
| - Successful | - Likes to exercise |

Health Prospects

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Business Prospects

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

2. Expose Your Top 20 Prospects In The Next 7-10 Days— 5 & 3 is the Key!

Follow this proven system within your first 30 days and earn €675. Enroll 5 Loyal Customers and 3 Distributors to create personal momentum.



3. Enroll Your 5 Loyal Customers And 3 Distributors

Loyal Customers

1. _____

2. _____

3. _____

4. _____

5. _____

Distributors

1. _____

2. _____

3. _____

4. Help Your 3 New Distributors Do The Same

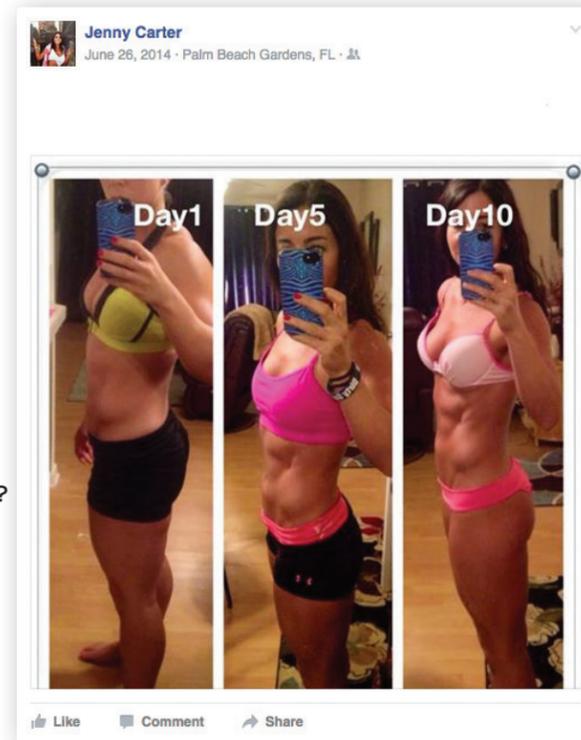
Name _____ Rank Goal _____ GV _____

Name _____ Rank Goal _____ GV _____

Name _____ Rank Goal _____ GV _____

Go PUBLIC

Friends, Family and Co-workers: Let them know what you are doing so you get the support you need. You may even find a few people who want to do it with you! And one of the best ways to Go Public is on Facebook.



The more people you connect with, the faster your business grows! Here are a few tips and scripts on how to "Go Public."

Ask THE MAGIC QUESTIONS/ AVOID WORD VOMIT

Memorize these questions and learn how to spark interest with them: Have you ever heard of the 10-Day Transformation? Have you heard of Platinum and their Gift Card Marketing System?

Move TO A TOOL

Always lead your prospects to a higher source of information. Let the tools do the talking. Know your first "go to" tool:

- *Transformation Brochure
- *Transformation Video
- *Website
- *3-Way Call
- *Private Facebook Group



1. **BE YOU!** Don't sound like a salesperson to your friends. Start a conversation if you haven't spoken with them in a while. Ask how they have been and **BE GENUINE.**
2. Find a way to compliment them! People **LOVE** compliments.
3. **BE** in a hurry! People **LOVE** busy people and it makes you more attractive when people know you are on a mission.
4. **BE** excited, positive & **FUN!**
5. Be short with your texts. People don't like to read books when receiving messages.
6. Send individual messages **ONLY.** People do not like group messages!

Enroll & GET THEM STARTED RIGHT

Follow-up. Get a Gift Card in their hands. Use Healthy Happy Hours, face-to-face meeting and 3-way calls.



Remember, you are just trying to spark interest. Be brief. Be positive. Don't try to present anything. And once they show interest, ask the "magic questions." The following two pages show text messages, Facebook messages, Snaps or call scripts that you can use to CREATE CURIOSITY for your prospect. You are the "Tour Guide." Just get people interested in taking your tour and let the tools (and your upline) do the rest.

PRODUCT-ORIENTED SCRIPTS

Choose Your Favorite And Start Sharing!

SCRIPT ONE

I just found out about a ____ (superfoods, weight loss, etc) company that has an awesome community of Moms who want to make a difference in their local neighborhood. They are looking for more Moms to help teach their communities about....

SCRIPT TWO

I know how you're really into healthy, organic and non-GMO foods. You wouldn't believe what I just found! You were the first person I thought of ...

SCRIPT THREE

There's a big group of friends I know that are doing a (money, weight loss, vegetarian, workout, etc) challenge... I thought of you because you've always been into (healthy eating, etc)

SCRIPT FOUR

I just found out about a 10-day program that is CRAZY! Believe it or not, you can lose 10 pounds in 10 days. I'm doing it with a few friends. Wanted to ask you if you had a couple of friends that would want to join in?

SCRIPT FIVE

I think you are (really smart, such a great business person, really awesome) and I want to get your opinion on something I'm doing. Do you have 8-10 minutes for me?

SCRIPT SIX

I'm helping people earn a secondary stream of income. Are you open to making a little money on the side?

SCRIPT EIGHT

Target successful people and network THROUGH THEM like this...

Hi ____ . You have always inspired me because you are so successful in your career, biz, etc. I want to have the same success as you have had and I'm really excited about becoming an entrepreneur. I was wondering if I could pick your brain some time?

(Wait for the reply)

I started a business and I'm looking for a target audience and was wondering if you knew of any other people like me (i.e. fitness professionals, real estate agents, moms, etc) who would want to create an additional stream of passive income?

SCRIPT SEVEN

There is a new business that is starting up in our area and I wanted to tell you about it since you said you (hate your job) (want to make extra money) Wait for the Q then reply It's a ____ company that makes ____ . People are having life changing results.

THEN ASK THE MAGIC QUESTION:
Have you ever heard of the 10-Day Transformation?

THEN ASK THE MAGIC QUESTION:
Have you ever heard of Platinum and their Gift Card Marketing System?

HIGH TECH

How do you want to build your business - high tech or high touch?

How fast do you want to build your business? If you want to get your products for free, pick one method and fall in love with it. If you want to earn more, try more!

A quick overview of each "Path to Success" is outlined below.
Connect with your upline Diamond for more details.

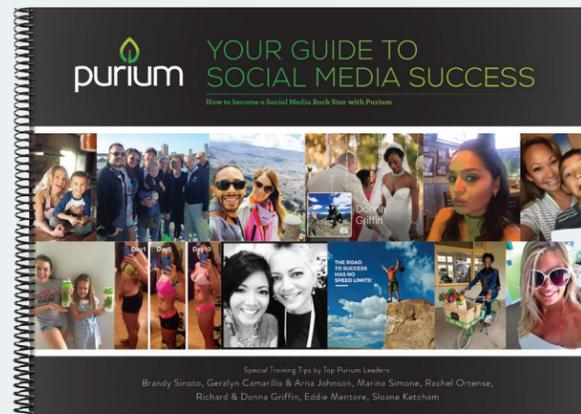
Social Media Build a business on Facebook

Post your before/after photos as well as 1-3 posts a day, every day in your first month. Follow the "GAME Plan" philosophy.

Use the "90-10" rule ...

- 90% of your posts should NOT mention the name Platinum.
- 10% of your posts can mention Platinum and the products you are using.

Buy The Social Media Guide in your Back Office for the complete plan for success.



10-Day Challenge Gather a group and go

Text, email or post on Facebook. Let people know what you are doing, why you are doing it, when you are starting and how they can contact you to join in!



HIGH TOUCH

Healthy Happy Hours Build a business in your living room

Invite friends, family and co-workers. The more the better!

Keep it healthy: serve drink samples.

Keep it happy: create a casual environment with fun music.

Keep it 1 hour: press play on the DVD, share your story and enroll guests.

Schedule 4 Healthy Happy Hours in your first month for maximum impact.



Buy the DVD and other tools in your Back Office.



One-on-One Build a business in your daily life

Anytime, anywhere.

Be prepared.

Carry gift cards, brochures and even a DVD in your briefcase or purse. When you connect with someone about health or wealth just let that person know how you can help. Ask good questions and let the tools do the presenting.



KEY CONCEPTS

Turn Your Knowledge Into Action & Your Action into Income:

The System—Follow it. Teach it. It maximizes profit and creates duplication.

Leverage / Duplication / Compounding. HUGE long-term benefits for upfront effort.

The 5 Commitments. Your success depends upon these intentions and actions.

GAME Plan. Identify good people and walk them through your “High Tech” or “High Touch” tour.

Priorities / Expectations. Identify what you want from your Platinum business and then make sure you have allocated enough time to achieve.

The Power of 5 & 3. Enroll 5 new Loyal Customers and 3 new Distributors THIS MONTH to get into profit, set the model for duplication, and create the pace for your team.

Tell the story. Show the plan. Repeat!

The more people you contact ...
the faster your business will grow, the more fun you will have, the more money you will make!

5 & 3 this month!

Key Resources

Customer Service	support@platinumeurope.biz
Back Office	www.platinumuk.biz (Enter Your Log-In Name and Password)
Gift Card Redemption	myplatinumgift.com
US Websites	mypurium.com/(your gift card code)
Facebook	facebook.com/mypurium facebook.com/millionmommovement
Compliance	compliance@puriumcorp.com



For other company resources go to your platinumuk.biz website and click on “Resources” >> “Company Info”