

HOW TO GET STARTED

Taste the GOLD

“Welcome to the ORGANO™ family and congratulations on taking the first step towards an amazing opportunity. Your breakthrough begins NOW. It is time to plan your vision for the next 90 days to set yourself up for success. At ORGANO™, we are a goal-driven organisation that continually sets the bar high to continue to stretch and grow our impact around the world. This success planner is specially designed to path your journey to success. We know you can do this and we can't wait to see you successfully breakthrough to reach your goals in the next 90 days. ”



“The starting point
of all **ACHIEVEMENT**
is **DESIRE.**”

– Napoleon Hill

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- Fast Start Game Plan
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- Social Media Scores
- 90-Day Game Plan
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Our Mission

BRINGING THE TREASURES OF THE EARTH TO THE PEOPLE OF THE WORLD.

Welcome to the ORGANO™ family and congratulations on taking the first step towards an opportunity that will change your life! ORGANO™ is one of the fastest growing global Network Marketing companies in the industry. You are only a few steps away from transforming your life and living the Number One Lifestyle in the World. We are so glad you are on this journey with us.

Our Core Values

At **ORGANO™**, we believe in a strong sense of allegiance and **LOYALTY**. As one **FAMILY**, we stay the course to support each other all the way to the top, because we understand we are only as strong as we are **UNITED** Through **EDIFICATION**, we grow both in knowledge and entrepreneurial spirit. We believe that everyone can harness their **POWER** and get paid what they are truly worth. We live in a world of **PARITY** where everyone is treated without judgment.

HELP OTHERS WITH OUR **4 STEPS to SUCCESS**

1. Become A Product Of The Product

We take pride in developing the best products in the industry and we love to hear from you. Please share your testimonial on how you've enjoyed our products at europe@organogold.com.

ORGANO's innovative products have already helped hundreds of thousands of people around the world reflect their wealth, and regain their confidence in life. They have all enjoyed our auto-delivery program where products are delivered to your doorstep every month. So sit back and experience the variety of coffee we offer at ORGANO™, but don't forget to share our treasures of the earth to the people of the world.

2. Building A Successful ORGANO™ Business

Let's start with the basics. In order to build a successful business, you need to have business builders and Preferred Customers in your team. Countless associates just like you have earned incentive trips and full-time and part-time incomes at ORGANO™. Most people only dream of achieving financial stability through the freedom of owning their own business, but ORGANO™ can be the vehicle to take you there. Start by creating a list of people you can help share this vision with.

3. Put The Coffee Into Action By Planning An OG Mixer

An OG Mixer is a social meeting that allows you to share our incredible products in a comfortable and relaxed atmosphere, while also showcasing our lucrative opportunity plan.

4. Plug Into A Proven System

It's Easy, It's Simple, It's ORGANO is more than just a tagline - it's a proven system to help you build your business team and preferred customer base. Take advantage of the many tools and support that are available for you!

FAST START GAME PLAN

The first step to launching a successful business is to rank advance to Consultant. Simply follow the steps below to jumpstart your own personal success story!

My To-Do List

- Enjoy our wide selection of coffee from your Starter Kit
- Send in a testimonial online to europe@organogold.com
- Set up your Autoship of ORGANO™ products *
- Create a fast start game plan with your upline
- Build a list of 100 contacts
- Start contacting your new prospecting list
- Hold an OG Mixer party

1

GET CONNECTED

to

OG Academy

Plug into OG Academy where we will educate, support, and train you every step of the way. Stay connected with your sponsor and the leadership team!

* An Autoship is optional and can be cancelled anytime.

2

Plug into our

**WEEKLY CALLS
AND WEBINAR**

to get the latest news and
business updates

3

OG CUSTOMER

CARE

We are open **Monday**
to Friday 8am-4.30pm

Tel: +44 203-6847469

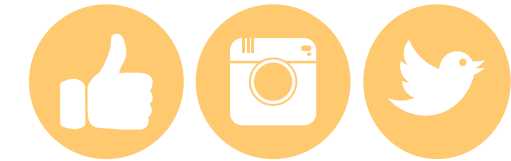
BRAND YOURSELF

Your brand on social media is critical to your ORGANO™ business. As always, be sure your posts on **Facebook**, **Twitter**, and **Instagram** reflect you and ORGANO™ in a POSITIVE MANNER!



When it comes to social media, ask yourself these questions:

- Who am I?
- What are the three things I am passionate about?
- What do I believe in?
- What are my three greatest personality traits?
- What are three words that describe who I am?
- What's the message I want to convey to the world?
- What will differentiate me from others?
- What solutions can I offer to help others?



Why and how to post on Facebook?

- Share your enthusiasm about ORGANO™ products.
- Develop curiosity among family and friends and don't forget to invite them to private message (PM) you.
- Build your ORGANO™ business and cultivate leaders by recognising team members as they grow and advance in their business.
- Use 10-4 rule. 10 Posts should be relating to your branding. These posts will be non-business related (funny-inspirational-hobby). 4 posts should be recognition (before/after stories). Prime time for posting is 7-9 am and 8-10 pm. Try to post at least 10-15 times a week.

Insert Pictures

- OG Mixer Party Pics
- Before and After Success Pics

Why Use Twitter?

Some twitter users utilise the social media site to build their company brand and generate leads. Some use it as a platform to share ideas. Some people check twitter for news, while others want to see what celebrities or friends are up to.

Tips:

- Decide on your purpose
- Focus on your passion
- Define your brand
- Learn how to use twitter
- Grab your name @MrDiamond

Why Use Instagram

It is all about photos. It shows your personality. It's marketer friendly. It's able to track your analytics. It drives traffic to your site. It's for all business. And most of all, it's FUN!

The Quick List

1 Find Your Reason Why

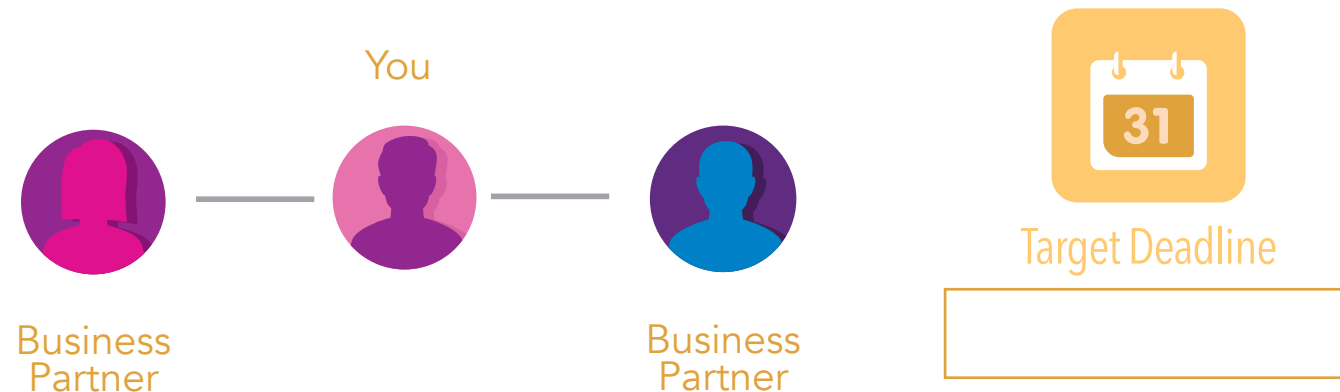
One of the most important exercises you can do as you begin your business (and as you begin new partners in business) is to identify your "Reason Why". What is driving you emotionally to develop a successful business? Your "why" is your long term vision for success in your business. If time and money were no issue, how would your life look? Where would you live? What would you drive? What would you do with your time? Would you have any debt? In other words, what will a successful business do for your life, your family's life, and your lifestyle?

2 Customer Acquisition Program / Preferred Customer Program

How would you like to drink your coffee everyday for free? All you have to do is enroll 3 or more preferred customers to purchase one of our product packages in a calendar month and your next month is free.

3 Set Your Goal

Achieve the rank of Consultant in the next 30 days and you'll receive an extra €_____. One of the ways to achieve consultant status is through the sales of an ORGANO™ Silver Promotional Sales Pack or an ORGANO™ Gold Promotional Sales Pack, or accumulate 1,000 PQV, no time limit.



“The Goal is to **DREAM**
with a **DEADLINE**”

– Napoleon Hill

4 Prepare for Launch

Host OG mixer parties right away! Review the toolkit for tips on making your first party a resounding success. Make it your goal to have a second mixer during the first two weeks, so in essence plan at least one mixer party every week.

First OG Mixer Date: _____

Second OG Mixer Date: _____

5 Master the Exposure Process

The best way to share the ORGANO™ experience is to share the products and third party tools with your friends, family, and acquaintances. Leverage resources (product brochures) and support team (team leader and customer service) to help you build your business quickly.

6 Build Your List

You just need to recall all the people you have met to date and write their names in your contact list. To recall people in your contact list, you can use some memory joggers like:

- Your mobile phone list
- Your email ID
- Facebook, Twitter, and other social media accounts
- Reviewing old business cards of people you met somewhere before
- Take out old photographs
- People you invited for weddings, parties & other occasions
- Your school and college colleagues
- Your previous and current office colleagues
- Your previous, current neighbourhood people
- Your Relatives, Friends
- Professionals you know - Doctor, Teacher, Lawyer, etc.
- Learn prospecting & increase your contact list everyday
- A study says that a normal human being, by the time he/she reaches 21 years of age, knows at least 200 people.

MEMORY JOGGER

TOP TEN

1 THE MOST SUCCESSFUL LEADER YOU KNOW.

2 THE PERSON WHO KNOWS EVERYONE.

3 THE BEST ATHLETE YOU KNOW

4 THE MOST SUCCESSFUL ENTREPRENEUR YOU KNOW

5 THE PERSON EVERYONE GOES TO FOR ADVICE

6 THE BEST TEACHER YOU KNOW

7 THE PERSON MOST INVOLVED IN THE COMMUNITY

8 THE MOST OPTIMISTIC PERSON YOU KNOW

9 THE MOST HEALTH-CONSCIOUS PERSON YOU KNOW

10 THE BEST SALES PERSON YOU KNOW

- 11 Who is dissatisfied with his/her job?
- 12 Who is unhappy with his/her income?
- 13 Who is concerned about the environment?
- 14 Who owns his/her own business?
- 15 Who is money orientated/motivated?
- 16 Who needs extra money?
- 17 Who enjoys being around high energy people?
- 18 Who are your friends?
- 19 Who quit their job/out of work?
- 20 Your brothers/sisters?
- 21 Your parents?
- 22 Your cousins?
- 23 Your children?
- 24 Your aunts/uncles?
- 25 Your spouse's relatives?
- 26 Who did you go to school with?
- 27 Who do you work with?
- 28 Who is retired?
- 29 Who works part-time jobs?
- 30 Who is laid off?
- 31 Who bought a new home?
- 32 Who answer the classified ads?
- 33 Who gave you a business card?
- 34 Who works at night?
- 35 Who delivers pizza at your home?
- 36 Who has been in network marketing?
- 37 Who needs a new car?
- 38 Who wants to go on vacation?
- 39 Who works too hard?
- 40 Who was injured at work?

- 41 Who lives in your neighbourhood?
- 42 Who sells cosmetics or skincare?
- 43 Who sells Tupperware?
- 44 Who wants freedom?
- 45 Who likes team sports?
- 46 Who is a fund-raiser?
- 47 Who watches television often?
- 48 Who works on cars?
- 49 Who likes political campaigns?
- 50 Who are social networkers?
- 51 Who is in the Military?
- 52 Who do your friends know?
- 53 Who is your dentist?
- 54 Who is your doctor?
- 55 Who does your nails?
- 56 Who does your taxes?
- 57 Who works at your bank?
- 58 Who is on your holiday card list?
- 59 Who is in retail sales?
- 60 Who sells real estate?
- 61 Who repairs your house?
- 62 Who works for the government?
- 63 Who is unemployed?
- 64 Who attends self-improvement seminars?
- 65 Who reads self-help books?
- 66 Who reads books on success?
- 67 Your children's friends' parents.
- 68 Who was your boss?
- 69 Your parents' friends.
- 70 Who have you met while on holiday?
- 71 Who waits for you at restaurants?
- 72 Who cuts your hair?
- 73 Who manages your apartment?
- 74 Who has children in college?
- 75 Who likes to dance?
- 76 Who sold you your car?

- 77 Who did you meet at a party?
- 78 Who likes to buy things?
- 79 Who have you met on a plane?
- 80 Who does volunteer work?
- 81 Who is your boss?
- 82 Who calls you at home?
- 83 Who calls you at work?
- 84 Who delivers your paper?
- 85 Who handles your gardening?
- 86 Who watches your children?
- 87 Who attends your church?
- 88 Who did you meet on the street?
- 89 Who have you met through your friends?
- 90 Who tailors your clothes?
- 91 Who sells cosmetics?
- 92 Who bags your groceries?
- 93 Who is overweight?
- 94 Who recycles?
- 95 Who has allergies?
- 96 Who is wealthy?
- 97 Who exercises regularly?
- 98 Who will help you?
- 99 Who belongs to the Chamber of Commerce?

100
Who haven't
you listed yet?

BUILD YOUR LIST

KEEP TRACK OF YOUR PROSPECTS STATUS

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“All successful people men & women are **BIG DREAMERS.** They imagine what their future could be ideal in every respect, and then they **WORK EVERY DAY** toward their distant vision, that GOAL or PURPOSE.” – Brian Tracy

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The 4 Questions

4 IMPORTANT QUESTIONS THAT WILL GET YOUR PROSPECTS ATTENTION

- Do you or anyone you know drink coffee or tea at least occasionally?
- How do you drink your coffee?
(black or with cream and sugar)
- What's your favorite brand?
- When was the last time (name of company) paid you for recommending their coffee?

Product Prospecting System

WAIT LIST | FREE PRODUCTS

Name	Phone	Share Date	Follow Up	OG Mixer	Sit Down	Enrolled

Product Prospecting System

WAIT LIST | FREE PRODUCTS

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Product Prospecting System

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Product Prospecting System

WAIT LIST | FREE PRODUCTS

Name	Phone	Share Date	Follow Up	OG Mixer	Sit Down	Enrolled

Hosting An OG MIXER

The OG Mixer is a private mixer business meeting in a comfortable and relaxed atmosphere that will provide you a space to share the OG business opportunity. Host your OG Mixer within the first week to launch your business; this will allow you to build momentum preparing you for a fast start game plan.

Where?

A living room is a great place to host an OG Mixer. This personal space will allow you to develop strong relationships with your new business partners and customers.



When?

Host your OG mixer at 7:00pm on weekdays, 2:00pm up to 7:00pm on Saturdays and 3:00pm up to 6:00pm on Sundays.

OG Mixer Timeline

Sample OG Mixer
 7:00pm-7:30pm: Coffee tasting
 7:40pm: Welcome and share our incredible business opportunity
 8:10pm: Product or Business Testimonials
 8:20pm: Close with 4-Steps to Success

90 DAY GAME PLAN

SUCCESS CALENDAR

YEAR					MONTH	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

**Weekly Close = Every Sunday night at 12:00 a.m. PST

**Monthly Close = Last Calendar day of the month at 12:00 a.m. PST

NOTES

90 DAY GAME PLAN

SUCCESS CALENDAR

YEAR		MONTH				
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90 DAY GAME PLAN

SUCCESS CALENDAR

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NOTES

ORGANO™ ROAD TO GOLD

7 WAYS TO SUCCEED

ORGANO™ offers you 7 ways to earn money, along with exciting incentives and benefits at each step of your growth towards leadership.

- 01 **RETAIL PROFIT** Retail sales are the foundation of the ORGANO™ Opportunity. By Selling ORGANO™ products to retail customers, you can earn generous profits.
- 02 **FAST TRACK BONUS** You can start making money right away. Earn 10\$-110£ on each ORGANO™ Promotional Sales Pack sold, with no limit on the number of packs you can sell. (Paid Weekly)
- 03 **DUAL TEAM BONUS** Another cornerstone of the ORGANO™ Compensation Plan. The dual team is derived from a dynamic structure that compensates you for successfully generating sales volume within your placement tree and motivating your downline to do the same. Earn on the sales from your team members that are placed within your placement tree. (Paid Weekly)
- 04 **UNILEVEL BONUS** The heart of your long term income. Receive bonuses from product orders and reorders generated in your group, up to nine levels deep. (Paid Monthly)
- 05 **UNILEVEL MATCHING BONUS** Develop your personal team. Qualify to earn a percentage of the unilevel bonus earned by your Personally Sponsored Distributors, up to 4 levels deep. (Paid Monthly)
- 06 **GENERATIONAL BONUS** Become an ORGANO™ Leader and reap the rewards. You can earn additional bonuses as deep as four generations of qualified Sapphires and above. (Paid Monthly)
- 07 **GLOBAL BONUS POOL** The ultimate reward. You are encouraged to reach beyond your dreams and qualify in sharing 3% of total worldwide unilevel commissionable volume (Earned Monthly Paid Quarterly)

For full details please refer to your Organo Gold Compensation Plan (How to Get Paid).



PROGRAMME OVERVIEW

THE NUMBER ONE LIFESTYLE IN THE WORLD.

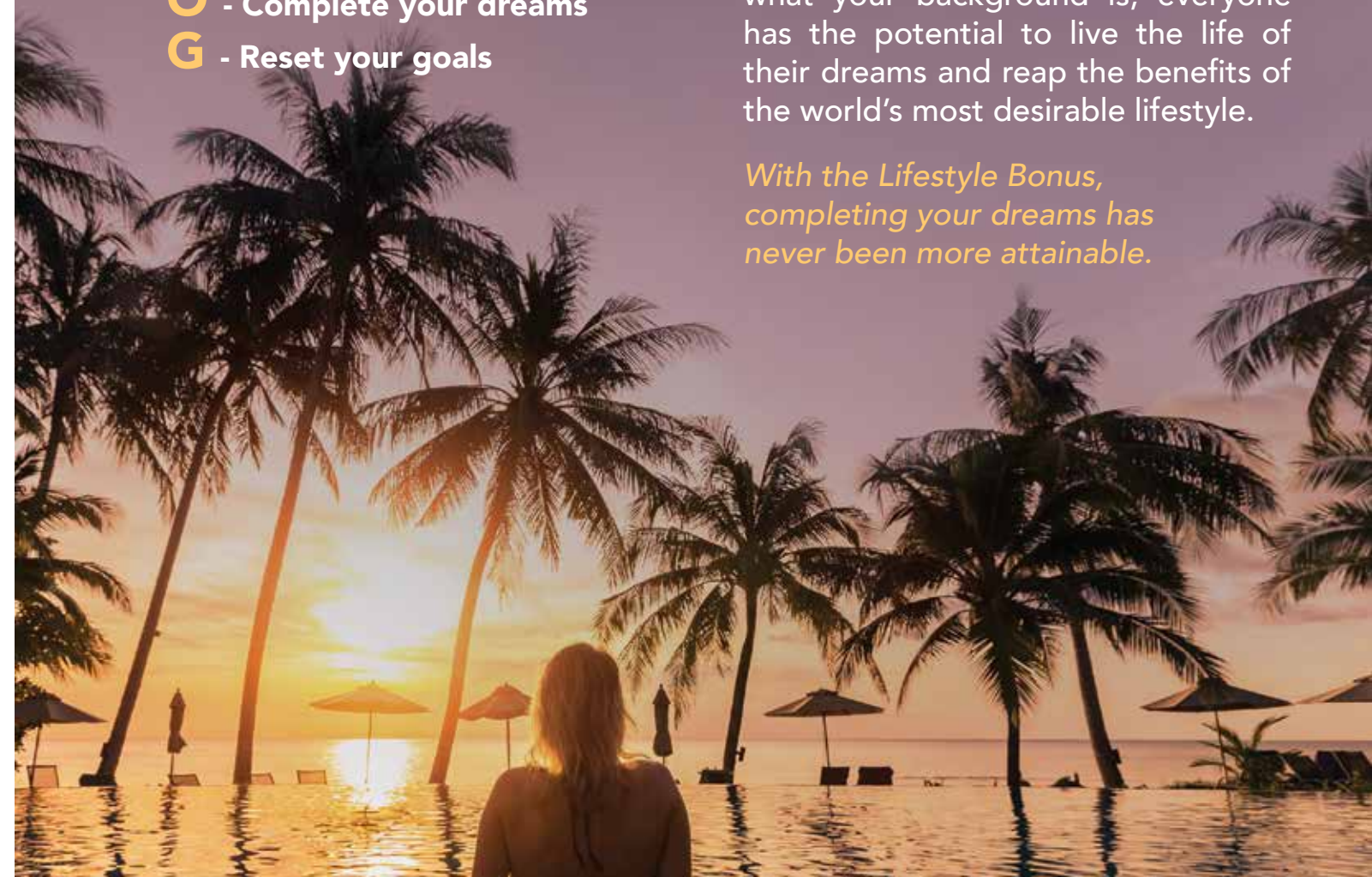
- O - Complete your dreams
- G - Reset your goals

OVERVIEW

Since 2008, ORGANO has offered its Distributors something that no other company has been able to offer:

The **OG Lifestyle** is all about freedom, luxury and achieving your goals. It doesn't matter who you are and what your background is, everyone has the potential to live the life of their dreams and reap the benefits of the world's most desirable lifestyle.

With the Lifestyle Bonus, completing your dreams has never been more attainable.





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Johannesburg 2196, South Africa

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